

## Media Monitoring of the Election Campaign for the Early Parliamentary Elections of November 28, 2010

### Report II October 11-24, 2010

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## 1. General Data

**1.1 Goal of the project:** to assess the way in which mass media covers the campaign for early elections in Moldova in order to establish whether the electoral candidates have fair access to the media and whether voters are provided with sufficient information about the candidates and their electoral platforms.

**1.2 Monitoring timeframe:** 28 September – 28 November 2010

**1.3 Criteria for selection of media outlets subject to monitoring:**

- ownership (public/private)
- audience/impact
- language

**1.4 Media outlets monitored:**

**TV:** Moldova 1, Prime TV, 2 Plus, NIT, N4, Jurnal TV, Publika TV

**Radio:** Radio Moldova, Prime FM, Vocea Basarabiei

**Print Press:** Moldova Suverană, Nezaavisimaia Moldova, Flux, Jurnal de Chişinău, Timpul de dimineaţă, Komsomolskaia pravda v Moldove, Evenimentul Zilei, Panorama, Golos Bălţi (Bălţi), Vesti Gagauzii (Comrat), Cuvântul (Rezina), Gazeta de Sud (Cimişlia).

**News agencies and online publications:** Moldpres, Infotag, [www.omg.md](http://www.omg.md), [www.unimedia.md](http://www.unimedia.md)

**1.5 Monitoring schedule**

**TV:** Monday – Friday, from 6:00 to 9:00 and from 18:00 to 23:00

Saturday and Sunday, from 8:00 to 22:00

**Radio :** daily, from 6:00 to 13:00 and from 17:00 to 20:00

**Print press/Press agencies and online publications:** all content, daily.

**1.6. The team**

The project is being implemented by the Independent Journalism Centre in partnership with the Independent Press Association and the IMAS-INC Institute for Marketing and Survey, Chişinău.

## 2. Methodology

*Statistics:* The monitoring methodology has been developed by Oxford Media Research for the monitoring projects of the international organization Global Campaign for Free Expression ARTICLE 19. The characteristics of the methodology are the following: the use of 1) quantity indicators, including the type, duration, topic of coverage, news sources and frequency and length of candidates' appearance in newscasts, and 2) quality indicators, which can detect biased reporting during the coverage of events. Each news article or opinion is subject to a content and context assessment to determine whether it favors or disfavors a party or a political entity. The negative or positive content and/or context of the news does not necessarily indicate the bias or partisanship of the station or publication. It is possible that a news item that is favorable or unfavorable to a subject can nonetheless be balanced and professionally correct. If, however, there is a tendency to favor or disfavor one subject for a certain period of time can we say that we are dealing with an imbalance.

*Case studies:* A content analysis of the materials on the most important subjects broadcast by the 10 radio and TV stations has been made. Given the major impact of broadcast media on the development of public opinion and on its high credibility among the population, the analysis aimed at identifying the approach and the way of covering relevant issues. The items have been analyzed both from the perspective of observance of the quality journalism principles (objectivity, fairness, pluralism of information sources, separation of facts from opinions), and, from the perspective of using technical procedures in order to amplify or diminish certain messages.

**Abbreviations used in this report:**

AIE = Alliance for European Integration

AMN = Alianța Moldova Noastră (Our Moldova Alliance Party)

MAE = Acțiunea Europeană (European Action) Movement

MFN = “Forța Nouă” (New Force) Movement

MR = “Ravnopravie” (Equal Rights) Movement

MRRM = Movement of the Roma of Moldova

PAM = Agrarian Party of Moldova

PC = Conservatory Party

PCRM = Communist Party of Moldova

PDM = Democratic Party of Moldova

PL = Liberal Party of Moldova

PLD = Party of Law and Justice

PLDM = Liberal Democratic Party of Moldova

PMUEM = “Moldova Unită – Edinaia Moldova” (Unified Moldova) Party

PNL = National Liberal Party

PNT = Party for the Country and the People

PPCD = Christian Democratic People’s Party

PPM = Moldovan Patriots’ Party

PPR = Republican People’s Party

PRM = Republican Party of Moldova

PSD = Social Democratic Party

PSM = Socialist Party of Moldova

PUM = Humanist Party of Moldova

UCM = Centrist Union of Moldova

UM = Labor Party

APL = Local public administration

BIS = Church

BUS = Business

CCA= Broadcast Coordinating Council

CEC = Central Election Commission, electoral bureaus, and polling stations

CET = Citizens

DIP = Diplomats, high rank foreign officials and observers

Doc = Documents (reports, the Constitution, surveys, etc).

EXP = (Foreign and local) experts, observers, sociologists, analysts, etc.

GUV = Government representatives  
JUD = Judges, lawyers, Prosecution Body, Constitutional Court  
MED = Mass media  
MIN = Prime Minister, Ministers  
PA = Police/Army/CCECC (Centre for Combating Economic Crimes and Corruption)/Customs/  
SIS (Intelligence Service)  
PARL = Parliament  
PRES = President, president's office  
SIN = Trade unions  
SOC = Civil society

AD =Alexandru Demian  
GR = Galina Rusu  
GS = Gabriel Stati  
IND = Independent candidates  
LB = Lenuța Burghilă  
ML= Maia Laguta  
SB = Sergiu Banari  
VP = Valeriu Pleșca  
VS = Victor Stepaniuc

### **Topics on the Public Agenda during October 11-24**

During the reporting period, a series of events with direct or indirect electoral impact took place.

- Since October 11, following the registration of the first electoral candidates, the political parties and independent candidates have organized various electoral activities, including the official launch of the campaign period.
- The Legal Parliamentary Commission for Appointment and Immunity resumed its discussion about the removal of legislative immunity from MPs Vladimir Voronin, leader of PCRM, and Anatol Popușoi, an MP from PCRM.
- In Ungheni, during an electoral meeting of PCRM, there was an incident involving the bodyguards of Vladimir Voronin who allegedly physically harassed one of the PLDM supporters. This topic was on the public agenda for several consecutive days, and discussions on it were resumed after PCRM announced that it would sue PLDM for defamation.
- A number of European officials interested in the run up to the election process in Moldova visited our country.
- Building work is underway on the houses for victims of the flooding disaster; the Government has been concerned about this issue, and the aid given to the victims.
- A number of ministers listed as electoral candidates suspended themselves from their office. The Acting President and the Prime Minister continue to perform their duties; according to legislation, the top state officials may not be suspended during the election campaign.

### **3. General Trends**

#### *3.1 Broadcast media*

During 11-24 October, 2010, the 10 monitored TV and radio stations broadcast quite a large amount of items with direct or indirect electoral impact. The items referred to the registration of electoral candidates, the organization of elections, the monitoring of electoral campaigns by local and international institutions, and to the starting of campaigns by certain electoral candidates, as well as the incidents that happened within that period.

Most items were news and opinion programs where the representatives of different political parties appeared as sources, quoted directly or indirectly. At the same time, electoral advertisements and special electoral programs were broadcast; and public stations provided free air time. Jurnal TV, followed by Publika TV and NIT, among the TV stations, and Radio Moldova, among the radio stations, broadcast the most news and opinion programs, and the latter also allotted free airtime.

The public stations Moldova 1 and Radio Moldova provided access to many electoral candidates, and quoted most often the representatives of the AIE member parties. The acting President and the Prime Minister, who have not been suspended from their positions, appeared a number of times as news sources in items with indirect electoral impact. In most cases, the relevant topics were presented in a neutral context, and most often the electoral candidates appeared in positive light or negative light, depending on the covered issue. Based on the monitoring results we could say that a slight favoring of the ruling parties may be noticed on the public stations, which is expressed in the frequency of appearance of such parties as sources.

The private station Prime TV, which has national coverage, broadcast particularly subjects with a direct electoral connotation, portraying in its items the members of AIE and PCRM in a primarily neutral context. In terms of the frequency of the electoral candidates' appearances on Prime TV, we may conclude that that this station favors to a certain extent PDM.

Another private station with national coverage, NIT, continues to openly show political partisanship to PCRM. This electoral candidate was featured mostly in a positive light in the items aired by NIT, which has launched a campaign in support of the PCRM leader. The ruling alliance and its member parties were in most cases criticized and disfavored, while the non-parliamentary parties and the independent candidates had limited access to this station.

The 2 Plus station, which has national coverage, had quite passive coverage, providing the public with only brief information about the election campaign. This station, as well as N4 (with regional coverage) did not have any opinion programs to address the upcoming elections. However, N4 was more active in broadcasting such subjects in its newscasts. It ensured a relative pluralism of opinions, presenting information from several perspectives. Most often this station provided access to the PLDM and PCRM representatives.

The news stations Publika TV and Jurnal TV broadcast actively the events with electoral connotation during the reporting period, airing various news items in which many of the electoral

candidates were presented, as well as many opinion programs addressing the elections. The electoral candidates were featured mostly in a neutral way, but also in positive and negative contexts, depending on the addressed issues. Judging by the frequency of news items presented in positive and negative contexts on Jurnal TV, a slight favoring of PLDM and PL and disfavoring of PCRM could be noticed. On Publika TV there is no obvious trend of favoring any candidates.

The private station Vocea Basarabiei provided active coverage of the issues with direct or indirect electoral connotations, particularly in the newscasts, the opinion programs and the special electoral programs, while Prime FM broadcast mostly news. A negative portrayal of PCRM and a favoring of AIE could be noticed on Vocea Basarabiei, particularly in the opinion programs, while Prime FM showed a slight favoring for PDM.

### *3.2 Print press/press agencies/online publications*

The print press, including press agencies and online publications continued to actively cover the electoral period immediately after the announcement that November 28 would be the date of the early parliamentary elections. Within the second period of the monitoring, the number of journalistic items published by the newspapers, agencies and online publications came to 851, as compared to 798 in the first two weeks of the monitoring. In some newspapers (*Moldova Suverană, Jurnal de Chişinău, Evenimentul Zilei, Timpul de dimineaţă, Panorama, Nezaavisimaia Moldova*) the average number of articles on the elections and the candidates registered, or who had to be registered, by the Central Election Commission was 8-12 per issue.

Some of the media outlets preferred to cover the campaign mostly in news items, presenting primarily events related to the electoral candidates, while some others published more opinion pieces on those events, and the interpretation thereof through their own electoral likes and dislikes.

The newspapers *Moldova Suverană, Nezaavisimaia Moldova* and the news sites [www.omg.md](http://www.omg.md) continued to significantly favor the electoral candidate PCRM and disfavor the Alliance for European Integration (AIE) in general, and PLDM, PDM and PL individually. Therefore, over half of the items published by these outlets featured the ruling alliance and its member parties in a negative context, while always featuring PCRM in a positive context; they presented in detail only the provisions of this PCRM's electoral program. They also published many "statements" and "appeals" by citizens, the absolute majority of them being anonymous, which diminished the credibility of information. Besides, these newspapers tried to manipulate public opinion by generalized statements like "(...) settlements joined the action in support of PCRM" or "The inhabitants of ... the region signed a Statement in support of PCRM", while it is supposed that only a part of the inhabitants of those towns and villages support this electoral candidate. In certain items, they continue to use semi-licitious and denigrating phrases addressing the political opponents of PCRM, and when making accusations they do not provide the opinion of the accused party.

*Timpul de dimineaţă, Jurnal de Chişinău, Panorama,* and [www.unimedia.md](http://www.unimedia.md) featured PCRM mostly in a negative context or pointedly criticized it. At the same time, AIE, as the ruling alliance, was disfavored in certain cases, while in others it appeared in a favorable light. *Timpul*

*de dimineață*, as well as *Unimedia* favored the electoral candidate PLDM. The news agency *Moldpres* featured in a primarily positive context AIE and its member parties, while PCRM was portrayed mostly in a negative light in its news.

The newspaper *Flux* featured in a negative context all main electoral candidates and favored the Christian Democratic People’s Party.

The editorial policy of the other media outlets monitored during October 11-24, 2010 showed a more or less critical attitude to all electoral candidates, with no trend of direct favoritism for any of the candidates.

During the reporting period, the number of articles on the electoral process and the number of electoral education items has increased; however, there is still not a sufficient amount. The amount of political and electoral advertising published in this period has increased four times as compared to the first monitoring period.

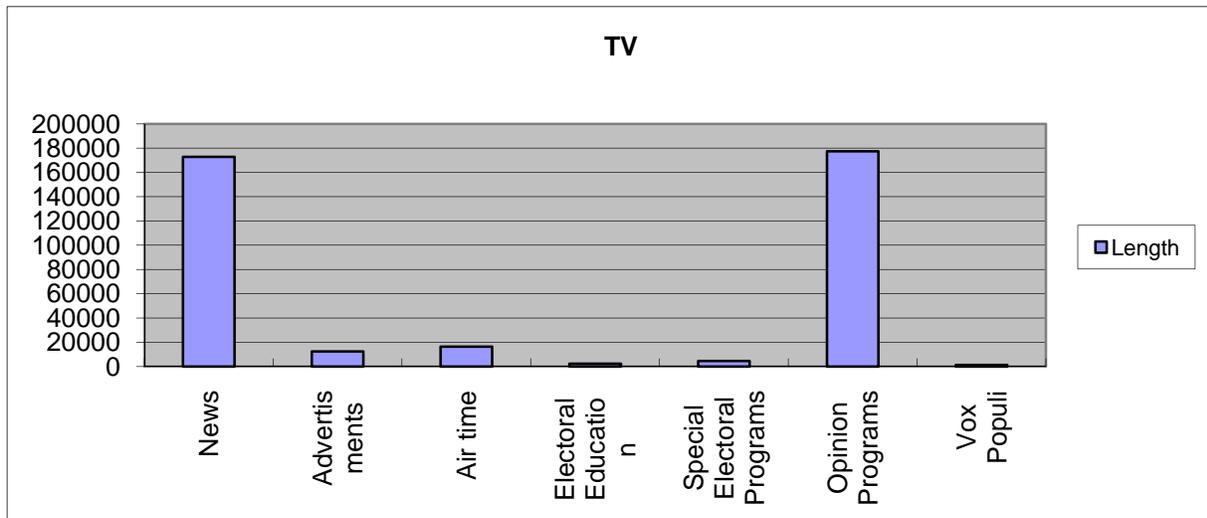
#### 4. Broadcast Monitoring Data

##### 4.1 Involvement in the election campaign

###### 4.1.1 TV

During October 11-24, the seven monitored TV stations broadcast a total number of 1891 items and programs with electoral impact, with a total length of 107.4 hours. The highest amount was that of the opinion programs, followed by the news. At the same time, the TV stations broadcast electoral advertisements, electoral education items, and Vox Populi. Certain stations had special electoral programs, while others provided free air time (see Diagram 1).

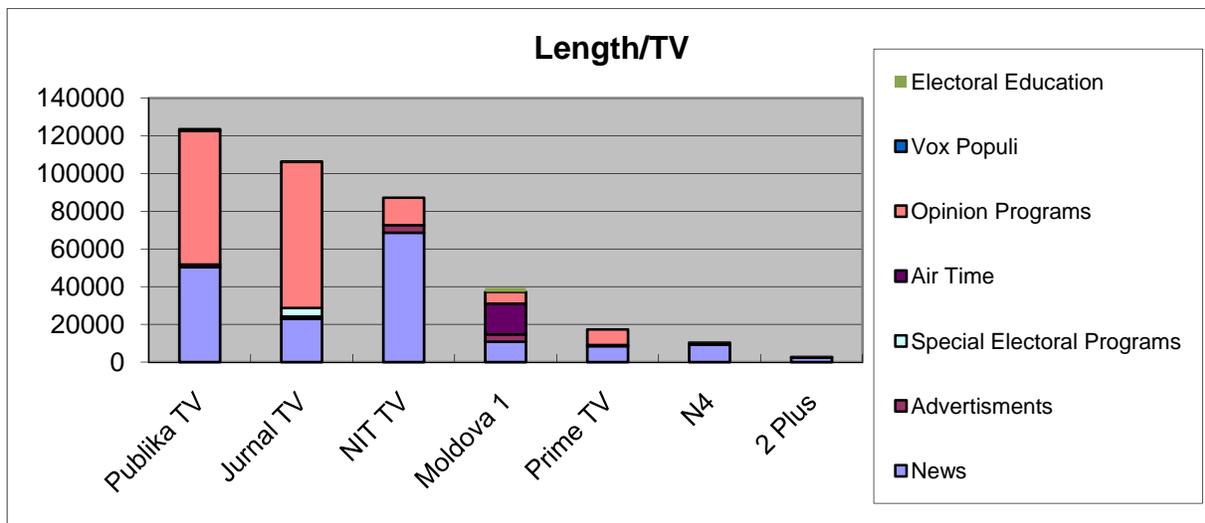
Diagram 1. Length of items with electoral connotation broadcast by the 7 TV stations during October 11-24, in seconds



The largest amount of relevant items was broadcast by *Jurnal TV* and *Publika TV*, which is explained by the specifics of these two niche stations which broadcast the full 24 hours a day.

Some stations included in their program listing special electoral programs (Jurnal TV), while others – electoral education materials and free air time (Moldova 1) (see Diagram 1.1.). The political issues and the electoral process were the prevailing topics of newscasts, with economic and social topics being covered less frequently.

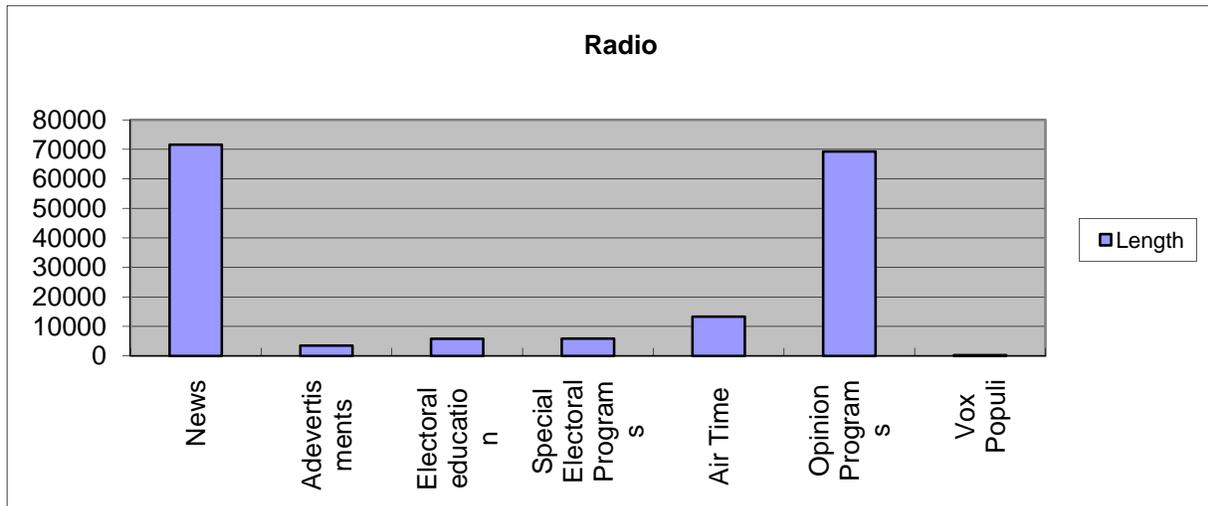
*Diagram 1.1. Length and type of electoral items broadcast by the TV stations during October 11 – 24, in seconds*



#### 4.1.2 Radio

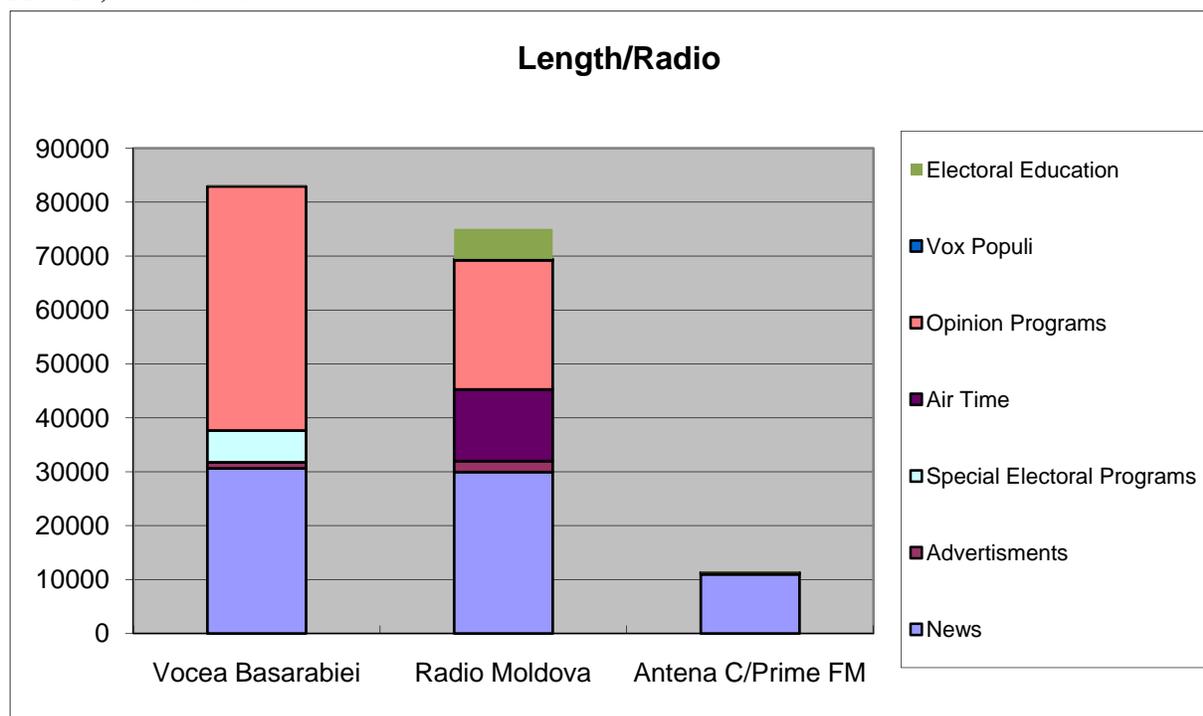
During October 11-24, the number of items on the three radio stations decreased from 630 to 456 as compared to the first monitoring period; however their length increased from 38.7 hours to 61.1 hours. News prevailed, but opinion programs and electoral education items were also broadcast and free air time was provided. In addition, special electoral programs and electoral advertisements were aired (see Diagram 2).

Diagram 2. Length of items with electoral connotation broadcast by the 3 radio stations during October 11-24, in seconds



The public station *Radio Moldova* was active in broadcasting the campaign, and stood out with its use of many journalism genres – news, opinion programs, and electoral education materials. At the same time, the station provided free air time to the electoral candidates and broadcast a number of advertisements. *Vocea Basarabiei* also stood out with the large amount of news, opinion programs, debates and advertising transmitted. *Prime FM* aired mostly newscasts (Diagram 2.2.). Similarly to the TV stations, the political issues and the electoral process were the prevailing news topics.

Diagram 2.2. Length and type of electoral items broadcast by the radio stations during October 11 – 24, in seconds



#### 4.2 Frequency of quoting candidates as sources, the length of TV appearances and the length of time party representatives spoke during election newscasts



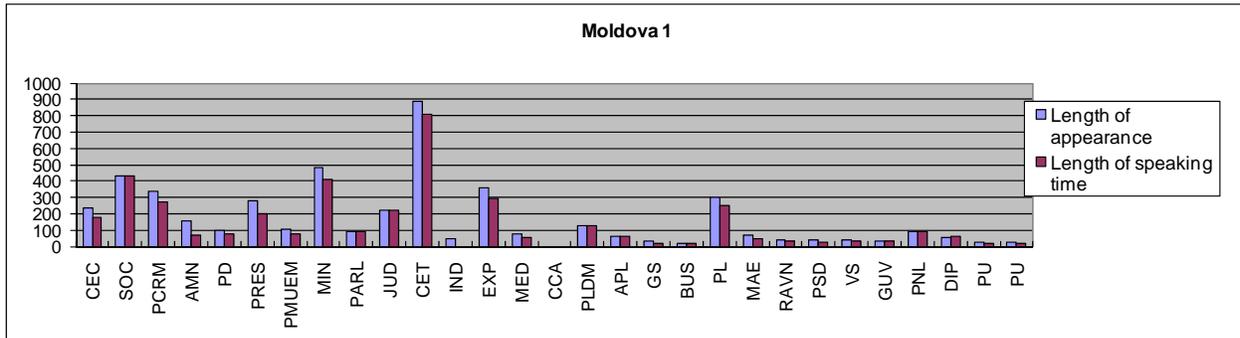
During October 11-24, 2010, the public station Moldova 1 addressed various issues with electoral impact, such as the registration of electoral candidates and their launch in the campaign, the organization of elections, etc. At the same time, Moldova 1 also broadcast items with indirect electoral impact, such as the building of houses for victims of the flooding disaster, the support of AIE by representatives of EU parties and EU representatives, the continuation of reforms, the „Ciocârlia” case, the discussion on the removal of Vladimir Voronin’s immunity, etc. Moldova 1 had a total of 126 news items with electoral connotation.

The acting President and the Prime Minister who have not been suspended for the period of the election campaign, along with the high government officials, appeared 44 times as sources in the newscasts on Moldova 1. Their appearance on screen lasted 769 seconds in total. The AIE member parties were mentioned individually in news as follows: AMN – 10 times (157 seconds), PDM - 10 times (96 seconds), PLDM - 10 times (128 seconds), and PL - 12 times (301 seconds).

The main opposition party – the Communist Party – was quoted directly or indirectly 27 times, with a length of 338 seconds of appearance on screen. The other parties and independent candidates together appeared as sources in news 27 times, their representatives appearing on

screen for 488 seconds. Notably, the public station had many news items in which the sources were ordinary citizen - 32 references with a total length of 885 seconds, but also CEC (25 times) and the civil society (17 times) (see Diagram 3).

*Diagram 3. Length of appearance and length of speaking time for candidates in newscasts on Moldova 1, in seconds*

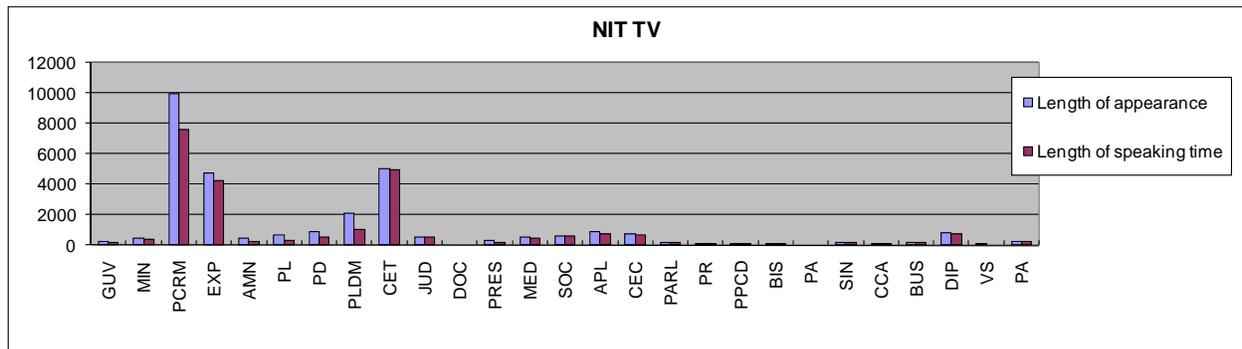


In the relevant programs aired by Moldova 1 within the reporting period, primarily appeared representatives of the civil society - 1776 seconds, of CEC - 1736 seconds, and experts - 1134 seconds. At the same time, Moldova 1 gave free air time to a number of electoral candidates (15), which provided the possibility to make their electoral platforms known and to answer citizens' questions. The station also broadcast a number of electoral advertisements signed by AMN, PLDM, PCRM, PDM, PL and PNTȚ.



On *NIT*, a private station with national coverage, PCRM was first in the top of most frequent appearances on screen; it was quoted 233 times, with a total length of 9977 seconds. The President's office and the high government officials were quoted directly or indirectly 52 times for a total of 789 seconds. The AIE member parties were referred to frequently: PLDM was quoted 150 times for 2074 seconds, PDM – 78 times (879 seconds), PL - 60 times (656 seconds), and AMN – 55 times (440 seconds). The other non-parliamentary parties appeared as sources 11 times for only 89 seconds. Citizens were also frequently quoted – 182 times for a total of 5048 seconds, primarily in the items of the campaign supporting the PCRM leader, as well as experts who appeared in most cases in the same items as supporters of PCRM; the latter were quoted 103 times with the length of 4718 seconds of appearance on screen.

Diagram 4. Length of appearance and length of speaking time for candidates in newscasts on NIT TV, in seconds



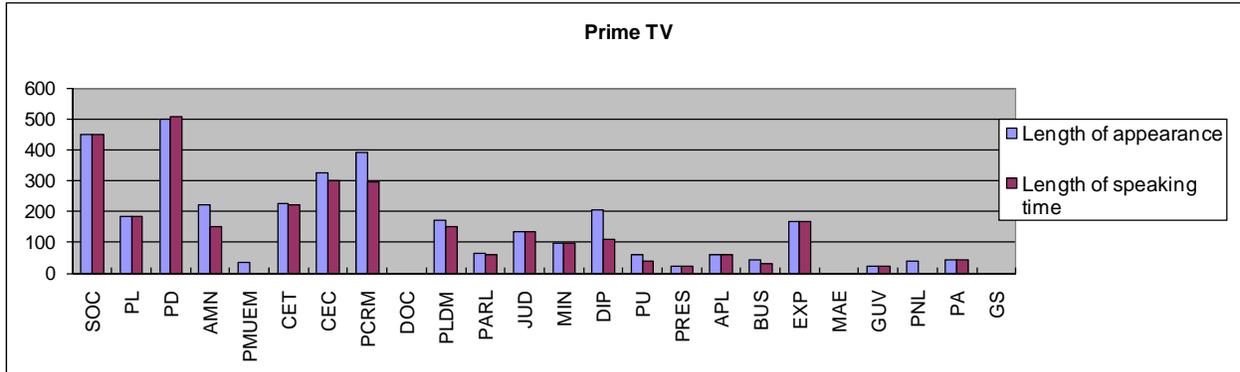
In the opinion items there appeared mostly experts and PCRM representatives, but also ordinary citizens, for 5957 seconds, 1506 seconds and 930 seconds respectively. The electoral advertising on NIT was signed by PCRM, PLDM and PDM.



Prime TV, a private station with national coverage, addressed issues with a direct or indirect electoral impact, often giving air time to both the electoral candidates and the civil society, ordinary people, local and international experts, the Central Election Commission, etc. The Prime Minister and the ministers, the acting president and the representatives of the President's office served as direct or indirect information sources in 11 cases, appearing on screen for 120 seconds. Individually, PLDM was quoted in news 8 times (173 seconds), AMN - 17 times (223 seconds), PL – 8 times (184 seconds), and PDM - 25 times (500 seconds). The main opposition party – PCRM – was referred to 22 times (389 seconds). The representatives of CEC were quoted 20 times (332 seconds), the diplomats and foreign officials – 12 times (204 seconds), the civil society appeared on screen 26 times (450 sec), while the ordinary citizens – 10 times (224 seconds).

The other electoral candidates appeared on Prime TV as sources only 10 times with a total length of 134 seconds.

Diagram 5. Length of appearance and length of speaking time for candidates in newscasts on Prime TV, in seconds.

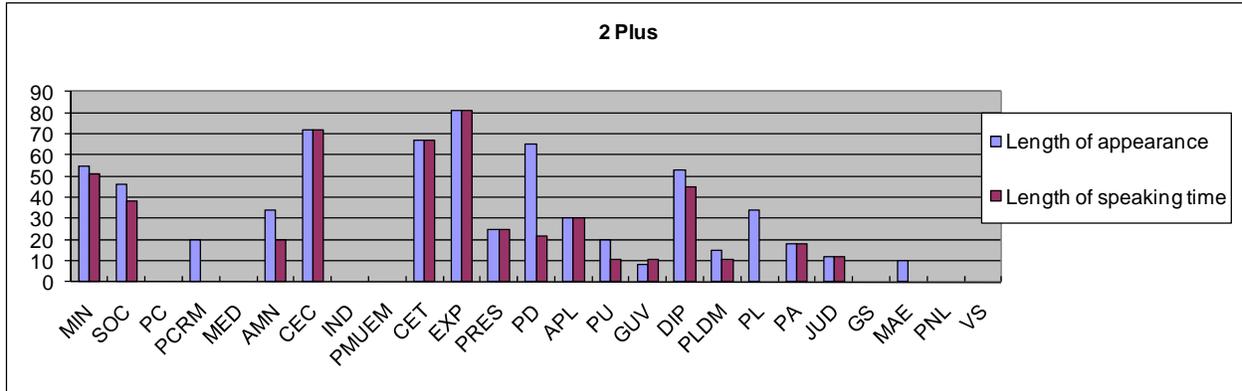


In the programs aired by Prime TV during the reporting period, there were appearances by the representative of PLDM (1357 seconds), of PD 9745 (seconds), representatives of foreign diplomacy (1614 seconds), and the citizens (914 seconds). This station with national coverage aired during two weeks only the electoral advertisements of PDM.



Trends similar to those of Prime TV may be noticed on 2 Plus. The Prime Minister and the President appeared less frequently in news items with an electoral connotation, being quoted 9 times in total (80 seconds). Among the individual AIE parties, PDM was quoted most frequently – 6 times for 65 seconds. The other parties - PLDM, PL and AMN were referred to 2, 3 and 3 times respectively for 15, 34 and 34 seconds. PCRM was referred to 3 times with 20 seconds worth of appearance time on screen in total. The other non-parliamentary parties and independent candidates were quoted less frequently. To note that in certain cases, the electoral candidates only appeared on screen, without any speaking time provided, for instance PL, MAE, and PCRM. Within the reporting period, 2 Plus did not have any program relevant for this monitoring. PDM was the only electoral contestant which placed electoral advertising with 2 Plus.

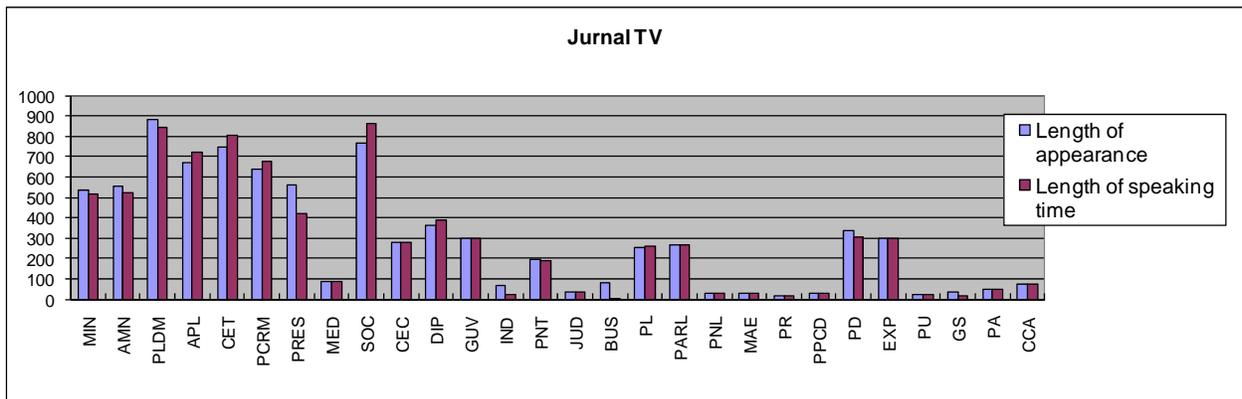
Diagram 6. Length of appearance and length of speaking time for candidates on Prime TV, in seconds.



On the news station Jurnal TV, the Prime Minister, the high government officials and the President were quoted directly or indirectly in the newscast 60 times, appearing on screen for a total of 1101 seconds. Individually, the representatives of PCRM were quoted as sources 34 times, with a length of 640 seconds. PLDM was referred to 31 times for 330 seconds, PL – 24 times (254 seconds), PD – 27 times (338 seconds), and AMN – 18 times (557 seconds).

A higher presence of the non-parliamentary parties was particularly notable on Jurnal TV. The latter were quoted 31 times in total for 427 seconds, of which about half were allotted to PNT, which was quoted 8 times (193 seconds). This station often gave air time to citizens, civil society as well as foreign and local experts.

Diagram 7. Length of appearance and length of speaking time for candidates on Jurnal TV, in seconds.



Jurnal TV is a leader in terms of the pluralism in its opinion items and programs, in which 11 electoral contestants, including independent candidates appeared. The largest amount of air time

in programs was given to foreign and local experts - 28067 seconds, and to civil society representatives – 4287 seconds. The representatives of PCRM appeared as sources in programs for 173 seconds. Among the non-parliamentary parties, PNTJ appeared the most on Jurnal TV – 3316 seconds. The advertising placed with Jurnal TV during the reporting period was signed by AMN, PNTJ, PLDM and PL.

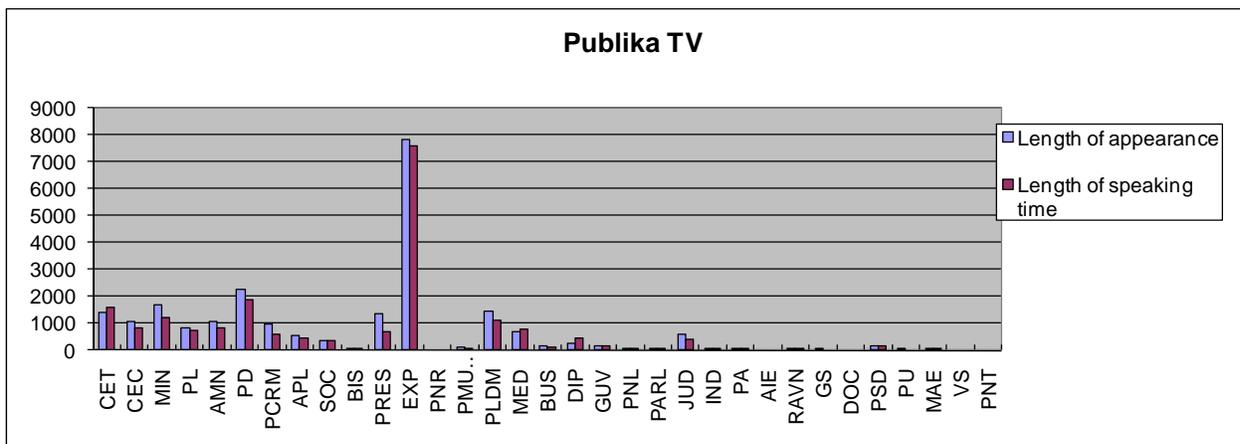


Publika TV is a leader in terms of the diversity and pluralism of opinions in its newscasts, giving air time to various sources, of which in 138 cases (3039 sec) to the acting President, the Prime Minister, and other high government officials.

Individually the ruling parties appeared as sources as follows: PL –54 times (849 seconds), AMN – 67 times (1093 seconds), PDM – 78 times (2261 seconds) and PLDM –98 times (1469 seconds).

PCRM was quoted 80 times in total, and its representatives appeared on screen for 992 seconds. There was a high appearance on screen for the other electoral contestants as well; the latter were quoted in news 65 times (467 seconds). Publika TV provided quite a large amount of air time to foreign and local experts in various areas, who were quoted 140 times for 7843 seconds, to ordinary citizens - 94 times (1406 seconds), and to CEC – 98 times (1068 seconds).

Diagram 8. Length of appearance and length of speaking time for candidates in newscasts on Jurnal TV, in seconds.

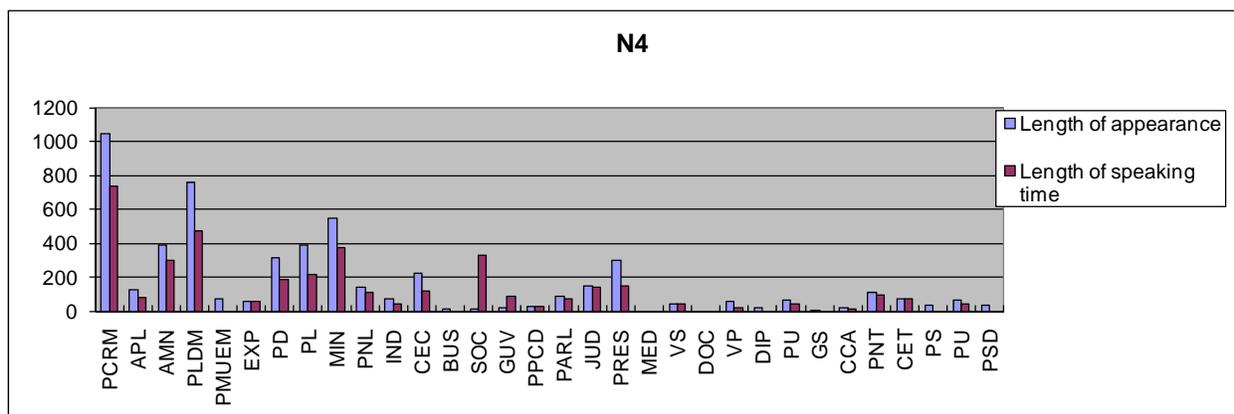


In the programs and opinion items aired by Publika TV, primarily it was experts who participated, and had the chance to speak for 29800 seconds, with civil society representatives speaking for 3451 seconds. As compared to other electoral candidates, PL, PLDM and PCRM had more significant appearances – for 1902, 2483 and 1000 seconds each respectively. The electoral advertisements were signed by AMN, PLDM, PNTJ and PDM.



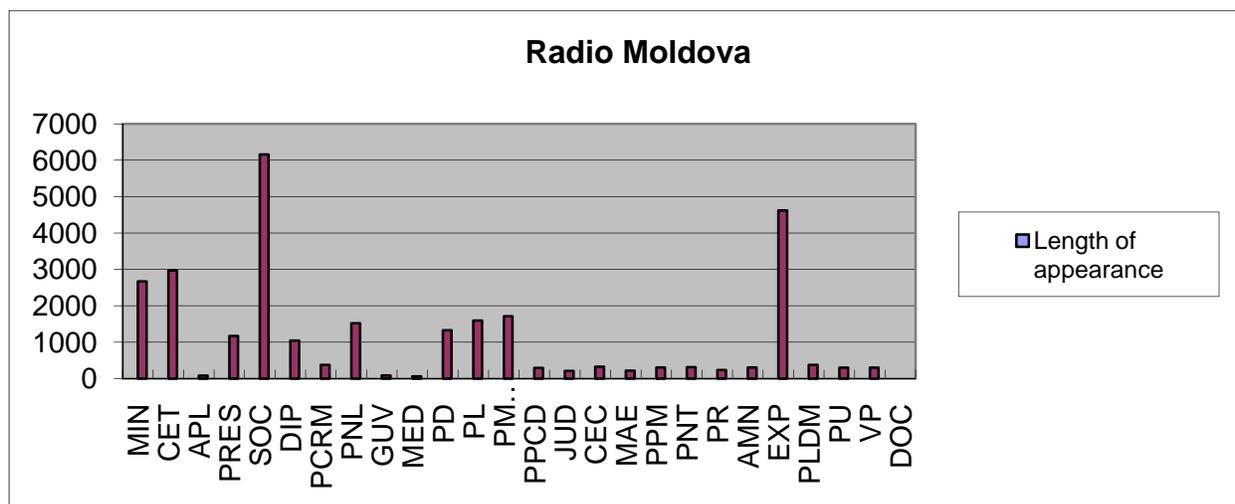
The station N4, with regional coverage, had a large number of news sources during the reporting period, representing mostly the electoral candidates and the representatives of the main state institutions. Therefore, the Prime Minister, the ministers and the acting President appeared as sources 6 times for 847 seconds. PLDM was referred to only 30 times (762 seconds), PL – 14 times (386 seconds), AMN – 14 times (386 seconds), PD – 16 times (315 seconds). PCRMR was used as an information source 36 times, with a length of 1047 appearance on screen. The non-parliamentary parties and the independent candidates were quoted directly or indirectly 26 times for a total of 857 seconds. N4 had no programs or opinion items during the reporting period. Only three electoral contestants placed advertisements with N4 - PLDM, PCRMR, and PDM.

*Diagram 9. Length of appearance and length of speaking time for candidates in newscasts on N4, in seconds.*



In its items with electoral connotations, the public station Radio Moldova frequently quoted experts from nongovernmental organizations, ordinary citizens, foreign experts, and the CEC. However, it has given priority to the high state officials and to AIE members. Therefore, the President, the Prime Minister and high government officials appeared as news source on Radio Moldova 74 times (2151 seconds). Individually, the representatives of PLDM were quoted 17 times for 710 seconds, of PL – 10 times (338 sec), of PD – 11 times (304 seconds) and AMN 9 times (406 seconds). The representatives of PCRMR were quoted 7 times in total (220 seconds). Civil society representatives appeared as sources 15 times (1481 seconds), and ordinary citizens – 17 times for 1212 seconds. The other non-parliamentary parties and independent candidates were given 1589 seconds, being quoted directly or indirectly 27 times.

Diagram 10. Length of appearance and length of speaking time for candidates in newscasts on Radio Moldova, in seconds.

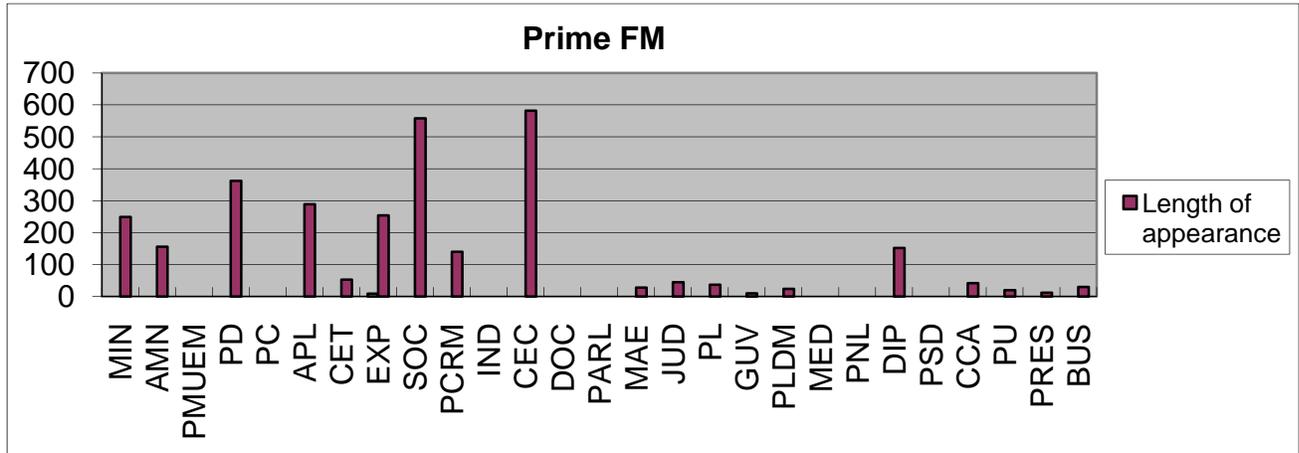


In its opinion items, the most visible were civil society representatives – 6158 seconds, followed by experts - 5150 seconds, and ordinary citizens - 2974 seconds. The representatives of the President’s Office, the Prime Minister and other ministers were provided 2151 seconds air time. The AIE member parties had a shorter appearance time – 1758 seconds in total. During the reporting period, Radio Moldova provided free air time to the representatives of 15 electoral candidates. The advertisements were signed by AMN, which had the highest number of advertisements, PLDM, PNT, and PDM.



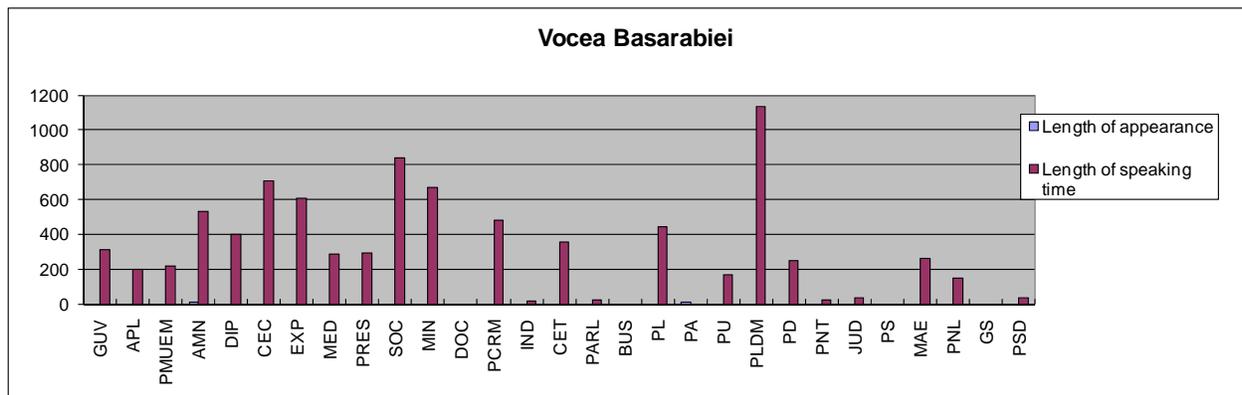
In its news programs, the private radio station Prime FM provided more access to the representatives of CEC, experts, ordinary citizens and to some electoral candidates, mainly the ruling parties and PCRM. The station aired less electoral items with the acting President, the Prime Minister and other high officials as sources; the latter were quoted 13 times in total, being allotted 261 seconds of air time. PLDM was quoted directly or indirectly 12 times for a total of 24 seconds speaking time, PL – 7 times (37 seconds), AMN – 6 times (156 seconds) and PD – 22 times (362 seconds). On the other hand, PCRM was quoted in 16 items for a total of 140 seconds, while the non-parliamentary parties – 18 times, mostly indirectly, for only 48 seconds of speaking time (!). Prime FM had no opinion programs during the reporting period. The only party that placed electoral advertising on Prime FM was PDM.

Diagram 11. Length of speaking time for candidates in newscasts on Prime FM, in seconds.



During the reporting period, Vocea Basarabiei used the President, the Prime Minister and other Ministers 73 times as sources for a total of 962 seconds. The AIE member parties were quoted as sources as follows: PLDM – 42 times (2247 seconds), AMN – 17 times (532 seconds), PL – 23 times (442 seconds), PD - 20 times (248 seconds). On the other hand, PCRM was quoted directly or indirectly 32 times (479 seconds). The other non-parliamentary parties and independent candidates were referred to in the newscasts 51 times, with 853 seconds of speaking time. To note, Vocea Basarabiei also often used as sources representatives of CEC, members of civil society, and local and foreign experts.

Diagram 12. Length of speaking time for candidates in newscasts on Vocea Basarabiei, in seconds.



Besides news, Vocea Basarabiei aired a significant number of opinion items, programs, interviews, and debates in which the electoral candidates, as well as, experts and citizens had the possibility to speak. Experts were first in the list of sources, with 10247 seconds, followed by the

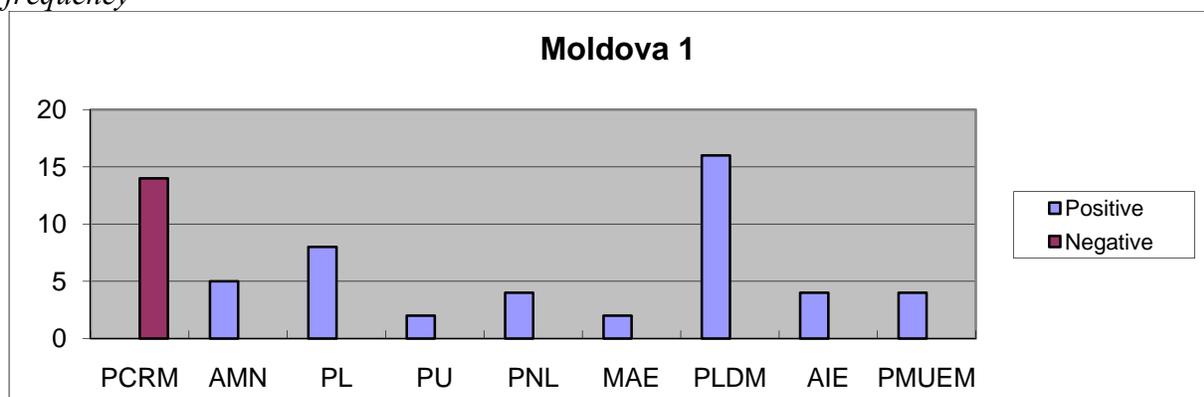
civil society representatives - 8347 seconds, PL – 5220 seconds, and PLDM – 4486 seconds. The parties that placed electoral advertisements on Vocea Basarabiei were PLDM, AMN and PNT.

### 4.3 Frequency of newscasts directly or indirectly favoring or disfavoring candidates

#### 4.3.1 TV

During October 11-24, 2010, of a total of 287 relevant news items on Moldova 1, 35.6% featured certain electoral players in a positive light, while 11.1% - in a negative light. The share of favorable news for PLDM was 12.6%; PL appeared in a positive context in 6.3% of the news, and AMN – in 3.9%. Some non-parliamentary parties also appeared in a positive light. In most cases, the positive context of electoral candidates' appearance was generated by the events related to their launch in the campaign, where usually, on the one hand, platforms were presented and electoral promises were made, and on the other hand accusations were launched against certain opponents, most often – PCRM. PCRM appeared in an unfavorable context in 11.1% of the total number of news items with a electoral connotation.

Diagram 13. Context in which electoral candidates appear in the newscasts on Moldova 1, frequency



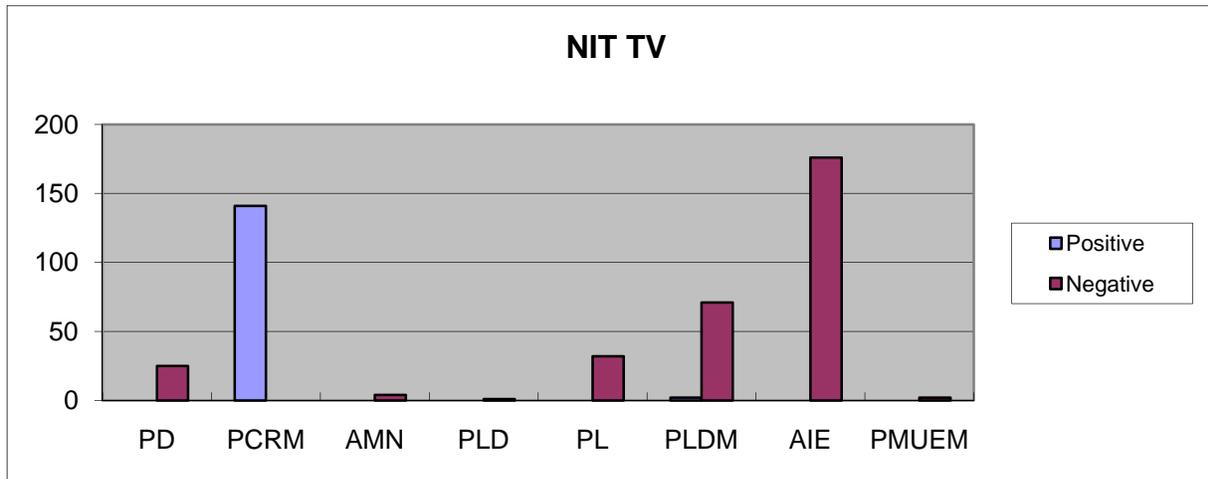
During the reporting period, the public station Moldova 1 aired a total amount of 3814 seconds of electoral advertising and electoral education items, with a total length of 2162 seconds. At the same time, Moldova 1 gave a total of 16280 seconds free air time to 15 candidates. In the opinion programs, PCRM was mentioned in a primarily negative context – 13 times.

#### NIT

Within the reporting period, electoral contestants appeared in a positive context on the private station NIT in approximately 37% of the total number of news items (378), and in a negative context – in 82% of the news. The share of news favorable to PCRM in the total amount of electoral news was 37.3%. This party appeared in a positive context 141 times, mostly in items supporting PCRM in the context of discussions about the removal of Vladimir Voronin's legislative immunity. Besides the letters, statements, and speeches supporting PCRM and condemning the acts of AIE, NIT also broadcast many news items which reflected widely the electoral meetings of PCRM representatives with the voters in various localities of Moldova. By contrasts, AIE was mentioned in a negative context in 46.5% of the items (177 times). At the

same time, the AIE member parties appeared in a negative light individually as follows: PD – 25 times or 6.6%, AMN - 4 times or 1%, PL – 32 times or 8.4% and PLDM – 71 times or 18.7%. The news items about the official launch in the campaign of some electoral contestants, except PCRM, had negative connotations, being structured in such a way as to bring to the foreground various negative elements disfavoring the respective parties.

*Diagram 15. Context in which electoral candidates appear in the newscasts on NIT, frequency*

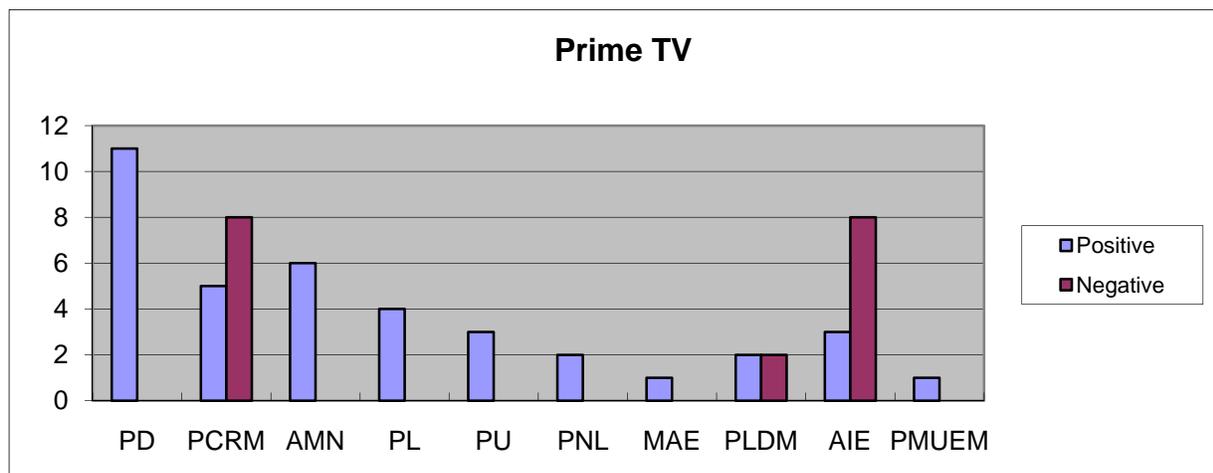


During the reporting period, NIT aired advertisements that either favored or disfavored certain electoral contestants, and also ran a series of items in its campaign “NIT Targeted by the Power”, in which the AIE member parties appear in a negative light. In the opinion programs broadcast by NIT during the reporting period, PCRM was favored in three cases, while PD, PL and AIE were negatively portrayed in 13 cases.

### ***Prime TV***

About 38% of the news aired on Prime TV featured electoral contestants in a positive context, and 18.1% - in a negative context. The only candidate who appeared repeatedly in a favorable context was PD (11.1% of the total number of relevant news items). The share of the news favorable and unfavorable to AIE was 3% and 8% respectively. AMN and PL were featured in a favorable context in 6% and 4% of the news respectively, while PLDM was favored and disfavored in an even number of news items – 2%. PCRM appeared in both positive and negative news items (5% and 8% respectively). Four non-parliamentary parties also benefited from coverage in a positive context - PU, PNL, MAE and PMUEM. In the opinion items on Prime TV, just PD appeared in a positive light, only once.

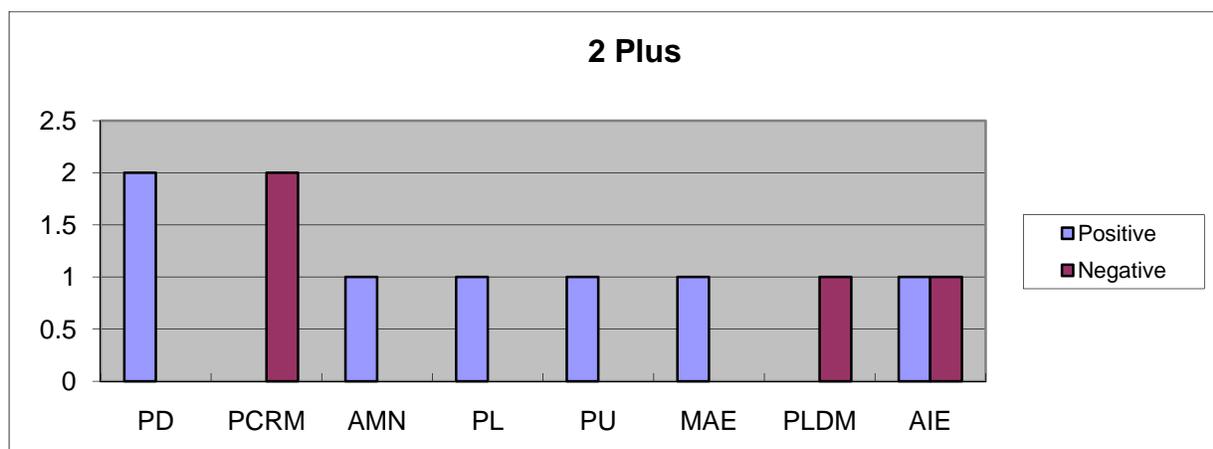
Diagram 16. Context in which electoral candidates appear in the newscasts on Prime TV, frequency



### 2 Plus

In the 43 news items broadcast on 2 Plus, electoral contestants were portrayed in several cases negatively or positively: PD was negatively featured twice or in 4.6% of the total amount of news, PCRM appeared in a negative context twice (4.6%), PLDM appeared in a negative context once (2.3%), and PL, AMN, and AIE – in a positive context once each (2.3%). Some non-parliamentary parties were also mentioned in a positive context.

Diagram 17. Context in which electoral candidates appear in the newscasts on 2 Plus, frequency

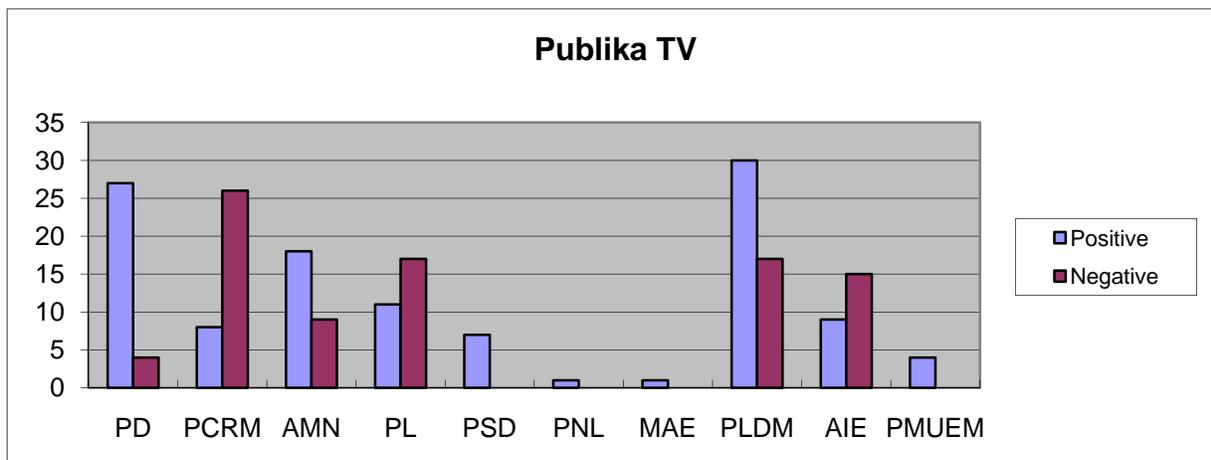


### Publika TV

Publika TV had relatively balanced newscasts. The contestants were featured mostly in a neutral context, but also in a negative and a positive context – in 26.6% and 20.1% of the relevant news respectively. Therefore, AIE appeared in favorable and unfavorable news in 2% and 3.4% of the

total number of news items respectively. Individually, PLDM was featured in a favorable context in 6.8% and in an unfavorable context in 3.8% of the news (30 and 17 appearances in positive and negative contexts respectively). PL was mentioned in 2.5% of the favorable news and in 3.9% of the unfavorable news. PDM appeared in a positive light in 6.1% and in a negative light in about 1% of the news, while AMN was mentioned positively in 4.1% of the news and negatively – in 2%. PCRM was featured in a positive context in 1.8% of the total number of news items and in a negative context – in 5.9% (8 and respectively 26 times).

*Diagram 18. Context in which electoral candidates appear in the newscasts on Publika TV, frequency*

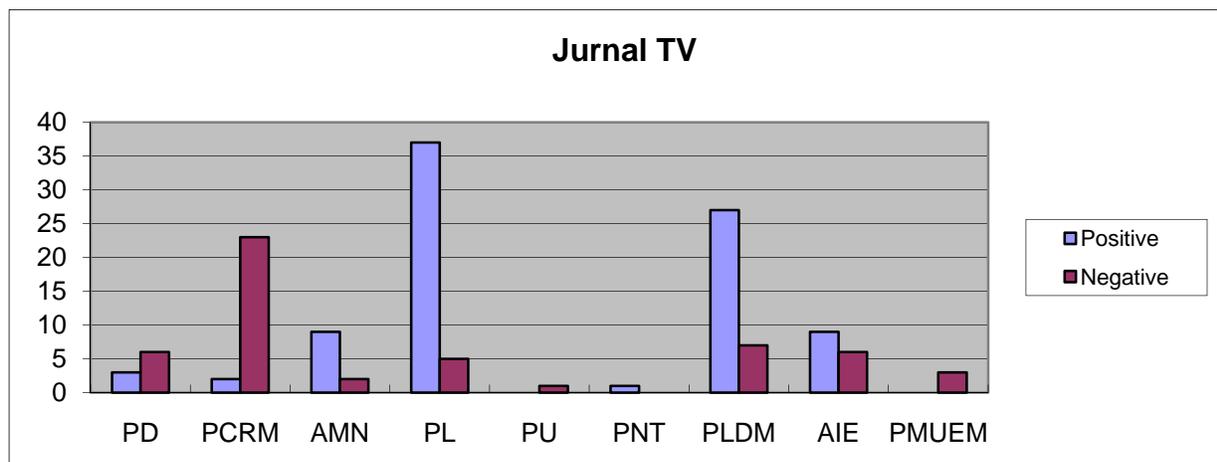


In the opinion items, Vox Populi, and electoral education items on Publika TV, PCRM was portrayed rather more negatively than positively, appearing in a negative light 8 times and in a positive light – twice. PL was both favored and disfavored (4 times each), PLDM appeared twice in a positive light and 3 times in a negative light, while AMN appeared only once in a positive and respectively a negative context. PD was favored in one case.

### ***Jurnal TV***

On Jurnal TV, from the total number of 219 news items falling under this monitoring, about 40% presented the various contestants, mostly the ruling parties, in a positive context and 24% represented news in which the electoral candidates appeared in a negative light. PCRM was featured 23 times in a negative context and twice in a positive context, which is 10.5% and about 1% respectively of the total number of broadcast news items. By contrast, PLDM appeared 27 times in positive light and 7 times in negative light (12.3 and 3.1% respectively). PL was mentioned in a positive context 37 times and in a negative context - 5 times (16.8 and 2.9%, respectively). AMN appeared in a positive context 9 times and in a negative context twice (approximately 4% and 1% respectively). PD was featured rather more negatively than positively – 6 and 3 appearances respectively, or 2.7% and 1.3% of the total amount of relevant news. Three non-parliamentary parties also appeared in negative and positive light.

Diagram 19. Context in which electoral candidates appear in the newscasts on Publika TV, frequency

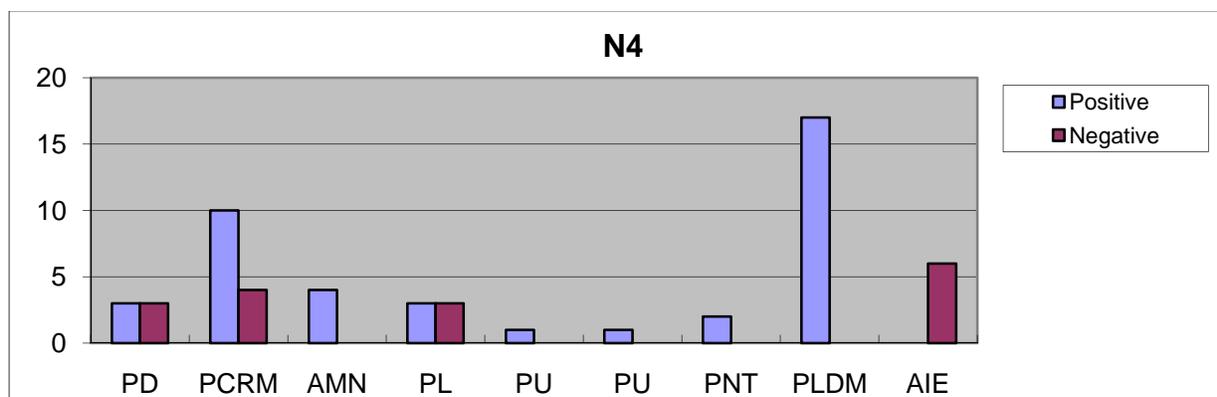


In the opinion items on Jurnal TV, PCRМ appeared most frequently in a negative context – 14 times, and to a lesser extent PLDM and AIE – in 4 items each. The same electoral players also appeared in a positive context, once each.

#### N4

On the station N4, which has a regional coverage, the share of news favorable to certain electoral candidates was 45.5%, and that of unfavorable news – 17.7%. The share of positive news for PCRМ was 11.1%, and that of negative news – 4.4%, of the total amount of relevant news. AIE was negatively featured in 6.6% of the news, PLDM appeared in a positive light in 18.8%, and AMN – in 3.3% of the news. PL and PDM appeared evenly in positive and negative news – 3.3% each.

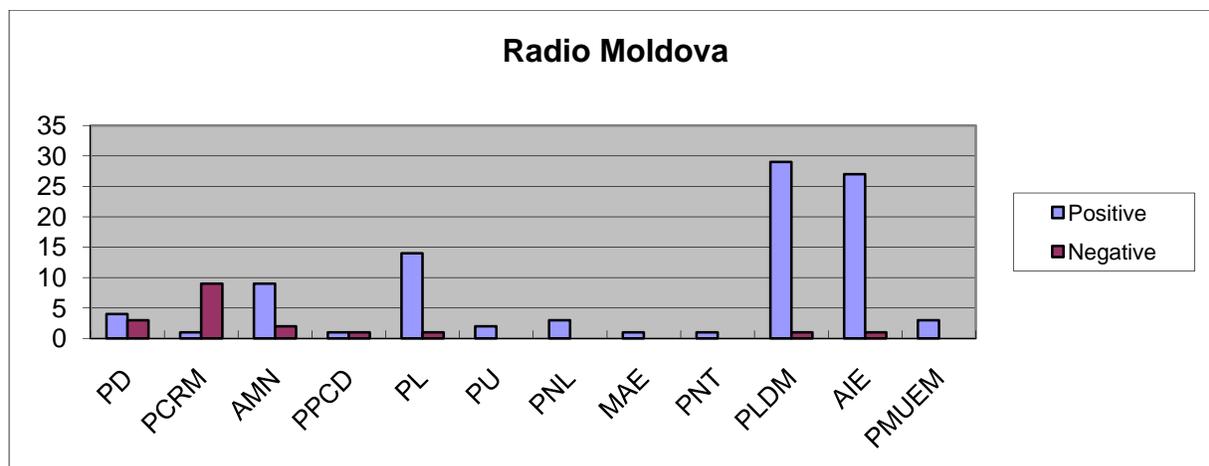
Diagram 20. Context in which electoral candidates appear in the newscasts on N4, frequency



## Radio Moldova

About 42% of the relevant news (223 items) on the public station Radio Moldova portrayed the electoral contestants in a positive light, and 8% - in a negative light. During the reporting period, the share of news favorable to AIE was 12%. PLDM appeared in a positive context in 13%, PL – in 6.2%, and AMN – in 4% of the total number of news items. PD appeared in a positive and a negative light – in 1.7% and 1.3% of the relevant news respectively. PCRМ was featured in a negative context in about 4% of the electoral news broadcast on Radio Moldova during the reporting period. To note that six non-parliamentary parties appeared in a positive context several times.

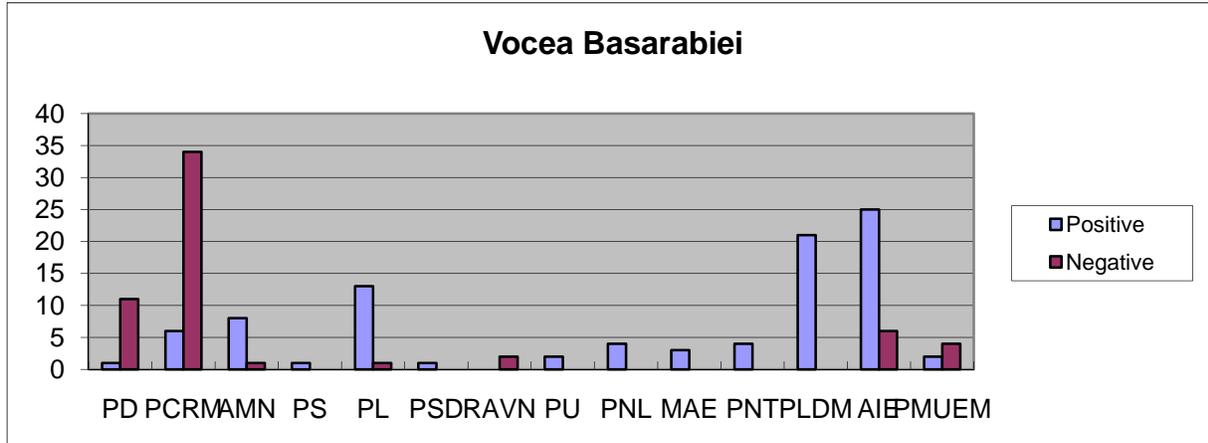
Diagram 14. Context in which electoral candidates appear in the newscasts on Radio Moldova, frequency



## Vocea Basarabiei

In 31% of the total number of news pieces (290) on Vocea Basarabiei, the electoral contestants appeared mostly in a positive light, the share of unfavorable news being lower - 20%. AIE appeared primarily in positive (8.6%) but also in negative (2%) context. PLDM was featured in a positive light 21 times (7.2%), PL – 13 times – in a positive light and once in a negative light (4.4% and 0.3%), AMN had 8 appearances in a positive light and 1 in a negative light (2.7% and 0.3%). PDM and PCRМ were featured mostly in a negative context – 3.7% and 11.7%, having also several appearances in a positive context – 0.03% and 2% respectively. Several non-parliamentary parties were reflected positively or negatively.

Diagram 21. Context in which electoral candidates appear in the newscasts on Vocea Basarabiei, frequency

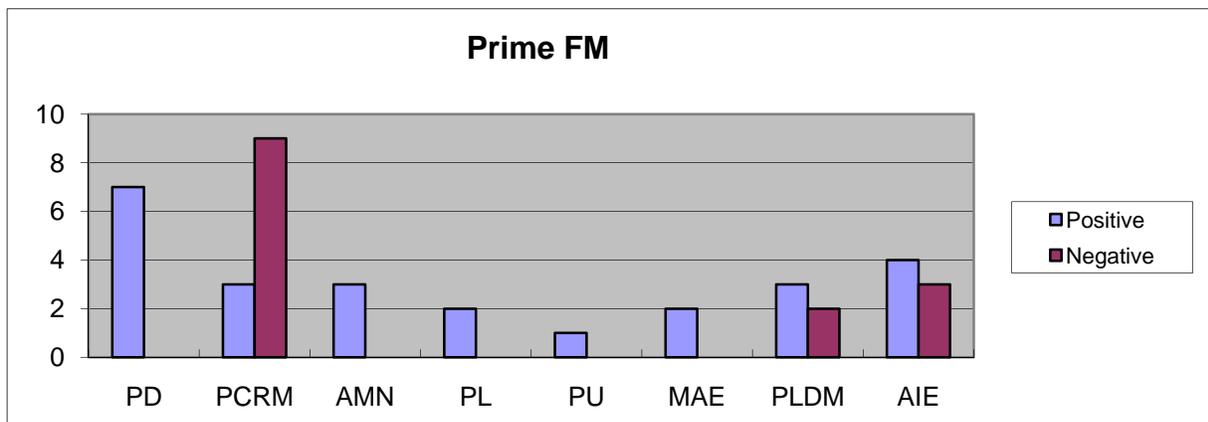


In the opinion programs broadcast on Vocea Basarabiei, PCRM appeared 16 times and PLDM twice - in a negative context. At the same time PLDM was also featured twice in a positive light, along with PL and AIE, which had 5 positive appearances each.

### Prime FM

Prime FM broadcast a total of 138 news items with direct or indirect electoral connotation, of which 18% presented certain candidates in a positive light, and 10% - in a negative light. On Prime FM the trend is similar to that of Prime TV and 2 Plus: PD appeared mostly in a positive context (7 times or 5%), AMN and PL – in a positive context 3 and 2 times respectively (2.1% and 1.4%), PLDM – in a positive and a negative light (3 and 2 times or 2.1% and 1.4% respectively), similarly to AIE, which appeared in a positive context 4 and 3 times respectively (2.8% and 2.1%). PCRM was featured 3 times positively and 9 times negatively (2.1% and 6.5% respectively).

Diagram 22. Context in which electoral candidates appear in the newscasts on Prime FM, frequency



## ANNEX

The analysis refers to the way radio and television stations have covered the launch of the election campaigns by parliamentary parties and the capacity of the media to respond promptly to the campaign events.

### Case Study No. 1

<b>Context</b> 09.10.2010 Launch of PCRM election campaign			
<b>No.</b>	<b>Media</b>	<b>Media presentation</b>	<b>Remarks</b>
1	Moldova 1	Today, the Party of Communists has launched their electoral platform. PCRM representatives gathered at a cinema hall of the capital. The audience has watched two films. One about the failures of the present government, the other about the electoral promises of PCRM. Vladimir Voronin has also presented candidates for the chairs of MPs. The communists go with the motto: "Moldova Chooses Victory".	The station presents a short unbiased news item (31 sec) about the launch of PCRM election campaign. They use images from the event with no comments or interviews.  <i>A rather short piece of news using only some general images from the launch of PCRM election campaign without intervention of the party leaders shows that the station has not paid too much attention to the event.</i>
2	N4	Did not cover the event.	Did not have news bulletins.
3	Jurnal TV	<i>18.00</i> Free education by 2015, pensions raised twice a year, and salaries three times higher than the living wage. These were the promises PCRM election campaign was launched with.  The news was repeated at 20.00, giving more details this time. Broadcast about the way the launch of PCRM election campaign took place. Cited the party leaders where they talked	<i>18.00</i> The subject is mostly based on two stand-ups from the speeches of the two PCRM leaders. The news item is unbiased, fair.  <i>20.00.</i> The piece is unbiased and fair, but not balanced.  <i>In the 11 news bulletins and journals covered by the monitoring period, Jurnal TV broadcast information on the launch of PCRM election campaign</i>

		about the specifics of the anticipated election campaign. At the same time, the television uses images from the films launched by PCRM about AIE government, as well as alternatives offered by communists.	<i>only in two. For comparison, the channel has offered air time for the Anti Mafia Congress in five journals. This shows that Jurnal TV has not paid much attention to the event organized by PCRM. Nevertheless, the two items are unbiased and fair, although not balanced.</i>
4	2 Plus	Did not cover the event.	Did not have news bulletins.
5	Prime TV	Did not cover the event.	Did not have news bulletins.
6	NIT	Did not cover the event.	Did not have news bulletins. NIT came back to the subject on 11 and 12 October with ample pieces of news, which apart from PCRM representatives featured experts explaining why the election agenda was strong and realistic.
7	Publika TV	<p><i>10.00. 12.00.</i> The PCRM core group is gathering in an hour to present the electoral list and platform. The event is presented in an announcement. After live broadcast, Publika TV posts an intervention by Vladimir Voronin from the „Fabrika” (Factory) show, where he claims to get 61 mandates in the elections and refers to future coalitions. He gives to understand that PD and AMN shall not enter the Parliament.</p> <p><i>14.00</i> Moldova Chooses Victory is the motto of PCRM for the election campaign. Live broadcast from the place, where PCRM launched their election</p>	<p><i>10.00.</i> Against the background of unbalanced statements by Vladimir Voronin, the news item seems to be biased and unbalanced. It tends favoring PCRM.</p> <p><i>14.00</i> The news item is unbiased and fair.</p>

		<p>agenda.</p> <p><i>15.00</i> Moldova Chooses Victory is the motto of PCRM for the election campaign... Apart from presenting candidates and the electoral platform, PCRM criticizes the present government. The communists call the year of AIE governance a black period in the history of Moldova.</p> <p><i>16.00, 17.00, 19.00, 21.00</i> Moldova Chooses Victory is the motto of PCRM for the election campaign. It has been announced today by the PCRM leader at a meeting with party members. The communists did not hesitate to criticize the present government.</p>	<p><i>15.00</i> The news item is unbiased, but does not manage to be balanced since only the position of PCRM dominates.</p> <p><i>16.00, 17.00</i> The broadcast gives details on the meeting of PCRM, but mostly refers to the criticism of the government alliance by the PCRM leader. The item is unbiased, but falls short on balance as the position of PCRM dominates.</p> <p><i>19.00</i> The station offers a block of news items on the launch of PCRM election campaign. The first broadcast gives details on the PCRM session. The subject is unbiased and balanced. In the report from the place of the event, the reporter cites PCRM leaders who attack AIE. Stand-ups in the report refer strictly to what PCRM presents in the anticipated election campaign. The presence of an analyst tries to balance the subject. The block of news items on the launch of PCRM election campaign also contains a piece from the „Fabrika” (Factory) show, where V. Voronin talks about the majority of votes they hope PCRM is going to get in the elections on 28 November.</p> <p><i>21.00</i> In the report from the place of the event, the reporter cites PCRM leaders</p>
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			<p>who attack AIE. Stand-ups in the report refer strictly to what PCRM presents in the anticipated election campaign. The presence of an analyst tries to balance the subject.</p> <p><i>The launch of PCRM election campaign is covered by Publika TV in an unbiased and fair manner, although the television not always manages to balance the subject.</i></p>
8	Vocea Basarabiei	Did not cover the event.	
9	Prime FM	Did not cover the event.	
10	Radio Moldova	Did not cover the event.	
<p><b>Conclusions.</b> The majority of monitored television and radio stations did not cover the event organized by PCRM, except for Moldova 1, Publika TV and Jurnal TV. Unlike Publika TV that produced a number of news items and broadcasts from the place of the event, the public television and Jurnal TV offered little air time to it in the total allotted to news bulletins. Nevertheless, the items broadcast by the three TV stations were unbiased, fair, although not always balanced. They did not assure access to an analysis of what was presented for the public, which made some of the attacks on the part of PCRM addressing the government alliance prominent and affected the perception of the public about the relations in the society.</p>			

## Case Study No. 2

<b>Context</b> 13.10.2010 Launch of AMN election campaign			
No.	Media	Media presentation	Remarks
1	Moldova 1	19.00 AMN has started their election campaign with the motto „Yes, We Will Succeed”. The motto is inspired by the campaign of the American president,	19.00 The news item based on the election offer and description of AMN candidates. The piece is unbiased and fair.

		<p>recognizes the AMN leader. AMN has started their election campaign with a religious service.</p> <p>21.00 The news item is repeated, this time including the detail that AMN has started the campaign with a blessing by a priest, and the candidates were poured with holy water.</p>	<p>21.00 The news item based on the election offer and description of AMN candidates. The item is unbiased and fair.</p> <p><b><i>News items on Moldova 1 about the launch of AMN election campaign are unbiased and fair.</i></b></p>
2	N4	<p>19.30 Today AMN has presented the agenda they are taking on for the election campaign, the candidate list and the election motto. <i>In order to make the way of the alliance to the Parliament easier</i>, the AMN members were blessed by two priests, as well as poured with holly water. After a year at power, <i>AMN is going to fight against communists anyway</i>. Not only communists, but also Alliance partners, were <i>slightly</i> bit by the AMN leader.</p>	<p>The piece has a tendency of presenting the reality from the viewpoint of the journalist. There are certain clarifications in the report that can be understood as appreciations of the journalist (see Media presentation). The image opening the subject – a car with parliamentary numbers in front of the AMN office – comes to suggest that the party applies administrative resources right at the beginning of the campaign.</p> <p><b><i>Journalist's appreciations prevent the subject from being unbiased and fair. These attributes make the reality seem confusing, while opening images are not explained by the report and therefore are not understood by most of TV viewers.</i></b></p>
3	Jurnal TV	<p>13.00 Our Moldova Alliance has launched their election campaign. The political party presented their election agenda and motto for the anticipated parliamentary elections. AMN members also brought a priest council from the</p>	<p>13.00 An unbiased and fair broadcast of the launch.</p>

		<p>Moldovan Metropolitan to bless them in the election race.</p> <p>20.00 Our Moldova Alliance prays to the Lord to get to the Parliament. Since it has been impossible without the help from above, the party members have addressed to the holly powers. In order to look more credible in the eyes of citizens, they brought a priest council to bless them. They just need it at the beginning of the election campaign... Inspired by the motto of the American president Barack Obama „Yes, We Can!” the AMN leader has launched the campaign with the election message „Yes, We Will Succeed!” The motto of AMN in the campaign shall be: „We do our duty. We move forward”. The first five candidates on the election list presented by Our Moldova Alliance are: Serafim Urechean, Victor Osipov, Valeriu Cosarciuc, Leonid Bujor and Alexandru Oleinic.</p>	<p>20.00 Presentation of the report is slightly ironical to the address of AMN, which makes the piece less unbiased and fair, even though the report itself is correct. It presents the motto of AMN, the candidate list and the specifics of the campaign launched by the party.</p> <p><i>Jurnal TV has exaggerated with presentation of the report from the launch of AMN election campaign. This influences the understanding of the subject and distorts the message, especially since presenters express their own opinions about the launch. Nevertheless, the subjects from the event are correct, unbiased and balanced.</i></p>
4	2 Plus	<p>19.30 AMN has officially joined the election campaign. The official motto is: „We do our duty. We move forward”. The first five candidates are... one third of the candidates are women. The party shall be under number ten on the voting list.</p>	<p>An unbiased and fair news item.</p>
5	Prime TV	<p>18.00 AMN has officially entered the election campaign for the</p>	<p>18.00 An unbiased and fair news item.</p>

		<p>anticipated elections of 28 November. The election motto is: „We do our duty. We move forward”. The first five on the election list. One third of candidates are women.</p> <p>21.00 With a new motto inspired from the presidential elections of Barack Obama and blessed by priests. This was how AMN set off in the parliamentary elections for 28 November. They have made new promises but have not forgotten about the old ones.</p>	<p>21.00 An unbiased and fair news item, although less balanced.</p> <p><b><i>Prime TV presents the event in an unbiased and fair manner. The second subject is not balanced because it does not help the viewer to understand the message of AMN for the elections better.</i></b></p>
6	NIT	Did not cover the event.	
7	Publika TV	<p>The television station presented announcements about the launch of AMN election campaign in news bulletins at 07.00, 08.00, 08.30, 09.00, 09.30, 10.00.</p> <p>„AMN shall officially launch the election campaign today. The Alliance leaders shall present their candidates and the election agenda. Later they will go to lay flowers to the monument of Stefan cel Mare. There have been a number of election mottos. In the last election campaign AMN promised salaries of 500 EUR and pensions of 300 EUR”.</p> <p>19.00 Having been poured with holly water, the AMN chairman presented the election agenda and the list of the 103 candidates for MP chairs. The first five are...</p>	<p>19.00 The report starts with images from the service of launching the election campaign. AMN has also presented election spots, one of which features the granddaughter of Urechean aged five.</p>

		<p>AMN shall make emphasis on education and agriculture.</p> <p>20.00 Having been poured with holly water, the AMN chairman presented the election agenda and the list of the 103 candidates for MP chairs. The first five are...</p>	<p>The item is unbiased and fair. Nevertheless, the broadcast tends to go more for the images covering the part of the launch with the priests and participation of the AMN leader's granddaughter rather than on the actual presentation of the election message and candidates of the party.</p> <p>20.00 See the remarks for the broadcast at 19.00</p>
8	Vocea Basarabiei	<p>10.00 Announcement about the launch of the election campaign by Our Moldova Alliance.</p> <p>18.00 AMN is shown confident of obtaining a good score with the motto „Yes, We Will Succeed”... The leaders have expressed confidence that they are going to get into the Parliament pleading for coalitions with other parties.</p>	<p>18.00 The news item about the launch of AMN election campaign is combined with the news item about the launch of another election candidate, the United Moldova Party. The item presents the offers of the parties and their advantages compared with other parties. The mix of election agendas in the broadcast, the voice of a single reporter, as well as resemblant names of the parties – Our Moldova Alliance and United Moldova Party – makes it hard to separate their offers. The item is fair and unbiased.</p> <p><b><i>The radio station presents the offer of AMN in a fair and unbiased manner. Nevertheless, combining two different events in the same broadcast misbalances the presentation and denotes the fact that the radio station has decided to save on the subject.</i></b></p>
9	Prime FM	Did not cover the event.	

10	Radio Moldova	<p>18.00 AMN has officially entered the election campaign for the anticipated elections of 28 November. Candidates received IDs from the party leaders at a ceremony that started with a religious service. There are several indirect quotations by Serafim Urechean and the first five candidates on the election list are presented.</p> <p>19.00 AMN has launched the election campaign today with the motto „Yes, We Will Succeed” inspired by the election motto of the American president. Serafim Urechean declared that the party had never betrayed before and would never do it in the future, and maintained the calmness and functionality of AIE. Broadcast with many quotations of S. Urechean.</p>	<p>18.00 The news item reproduced from Moldpres is unbiased and fair.</p> <p>19.00 The broadcast is unbiased and fair. The information presents passages from the election agenda and list of the party.</p> <p><b><i>The two items presented by the national station are unbiased and fair. The broadcast does not require the opinion of presented people or interpretations by third parties.</i></b></p>
<p><b>Conclusions:</b> The news items on the launch of the election campaign by Our Moldova Alliance were presented differently by monitored stations, while some of them did not cover the event at all – Prime FM, NIT. Radio Moldova and Radio Vocea Basarabiei combined presentation of the launch of the election campaign with the one of another election candidate (United Moldova Party), which made the message of the Alliance confusing. Moldova 1, 2 PLUS and Prime TV offered minimum air time to the event, while Jurnal TV, Publika TV and N4, although offered more air time, did not manage to decode the election offer of the party and the list of candidates for the chairs of MPs till the end due to certain elements that distorted the message of AMN – the launch of the campaign with priests. N4 due to journalist’s appreciations, while Publika TV and Jurnal TV due to exaggerated presentation of the religious part from the launch of AMN campaign.</p>			

### Case Study No.3

**Context** 16.10.2010 Launch of PLDM election campaign

N	Media	Media presentation	Remarks
1	Moldova 1	<p>19.00 PLDM has started their election campaign today. The party has set the goal of not fighting with any party but with poverty. Moldova without poverty is an ambitious but achievable objective.</p> <p>21.00 PLDM has started their election campaign today. The party has set a goal of not fighting with any party but with poverty. PLDM promises more jobs, raising pensions and salaries of people. Moldova without poverty is an ambitious but achievable objective, said the PLDM leader, Vlad Filat.</p>	<p>19.00 The subject is fair and unbiased.</p> <p>21.00 It is not clear where the musical background comes from in the report, whether it is part of the launch event or has been mounted in the studio. It attracts attention, more so since the song is part of the PLDM campaign. Apart from this observation, the subject is fair and unbiased.</p> <p><b><i>Moldova 1 presented the event correctly. Journalists were unbiased and fair. Nevertheless, more balance was necessary, that is, a third source that would explain the motto against the background of a year of government with PLDM participation.</i></b></p>
2	N4	Did not cover the event.	Did not have news bulletins.
3	Jurnal TV	<p>13.00 PLDM has started the election campaign. The party takes on the responsibility to take Moldova out of poverty. Liberal democrats have promised that the minimum pension shall reach 1,500 lei, and Moldovans will be able to travel without visas for the EU by 2012. Broadcast from the place where the launch took place.</p> <p>14.00, 17.00, 18.00, 20.00, 21.00 PLDM has launched the election</p>	<p>13.00 The reporter tells from the place of the event against the background of cleaning the square where the launch took place. A number of points on the election agenda of the party are presented.</p> <p>An unbiased and fair news item.</p> <p>14.00, 17.00, 18.00 The report contains just one quotation of the PLDM leader, Vlad Filat, in which he announces that</p>

		<p>campaign. The party takes on the responsibility to take Moldova out of poverty... Report.</p> <p>20.00, 21.00 PLDM has launched the election campaign. The party takes on the responsibility to take Moldova out of poverty... Report. The PLDM leader is sure he is going to get a big number of mandates in the future Parliament... The reason, for which they have come to the square, is unknown for the many of those present, says the reporter before a survey among the participants.</p>	<p>will cancel MP immunity and raise sanctions for giving and taking bribes. An unbiased and fair news item.</p> <p>20.00, 21.00 The report starts with a quotation of the PLDM leader, Vlad Filat, in which he announces that will cancel MP immunity and raise sanctions for giving and taking bribes. The report is fair, but not unbiased because of the survey carried out among the participants in the event. No one tells why they have come, and the journalist announces that many do not know the reason. We cannot talk about a balance of sources either.</p> <p><b><i>Jurnal TV has had a number of broadcasts about the launch of PLDM election campaign. Those were fair and unbiased. Nevertheless, prime time news also included a survey among the participants in the event that made the report unbalanced by univocal responses selected by the reporter.</i></b></p>
4	2 Plus	Did not cover the event.	Did not have news bulletins.
5	Prime TV	Did not cover the event.	Did not have news bulletins.
6	NIT	<p>20.00 Today, several dozens of professional film cameras filmed the launch of the election campaign of Vlad Filat's party in the square of the Opera and Ballet Theater. The author also says that around 2,500 of party followers have been brought to the square especially for this purpose. Expensive filming took place under the motto: „Moldova Without Poverty”. For the comfort and show, PLDM had</p>	<p>20.00 The author of the piece changes the subject right from the lead, when announces not the event but the number of film cameras there and the cost of the manifestation. The entire subject does not mention the election agenda, but counts the money of the party and its leader. The author insists that PLDM has not launched the campaign but has filmed a very expensive promo.</p> <p>The images from the event consist of macro and micro shootings, which make it</p>

	<p>created an amphitheater. The promo was filmed by dozens of professional film cameras. According to specialists, the cost of a promo may reach 20 thousand EUR each. They also mention freedom of expression among the achievements of Filat's government. While the screen features images from an incident last spring when a PLDM member was aggressive with a cameraman. The journalist concludes that having solved the problem of the press, Filat gets down to solving the problem of poverty.</p> <p>The journalist also says that by what they have done until now, PLDM has managed to solve the problem of poverty among its leaders. According to the property declaration, Filat is the richest candidate in the chair of MP. His income amounts to over seven million lei.</p> <p><i>21.30</i> The news item repeats the information broadcast at 20.00 with little stylistic changes and comments. PLDM has officially launched in the election campaign. Although the motto of the party is „Moldova Without Poverty”, witnesses say that over 2,500 of party members have been brought to the launch to film a commercial. At the luxurious</p>	<p>hard to understand who is standing on the platform. People there appear in constant movement: come up or go down, look around or read in papers. They also use archive images of an incident from the last election campaign. Even though it is mentioned that they are from the archives, the journalist forgets to remind about the attitude of PLDM to the incident.</p> <p>The subject is totally biased and unfair, while the journalist shows mal-intention in all that is broadcast.</p> <p><i>21.30</i> Postul reia reportajul de la ora 20.00 și tirajează din nou etichetările, comentariile și concluziile reporterului.</p> <p>Subiectul este total parțial și nu este echidistant, iar jurnalistul dă dovadă de rea credință în tot ceea ce pune pe post.</p>
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		<p>action, Vlad Filat engaged himself in taking the country out of poverty.</p> <p>The journalist also says that by what they have done until now, PLDM has managed to solve the problem of poverty among its leaders. According to the property declaration, Filat is the richest candidate in the chair of MP. His income amounts to over seven million lei. The huge billboard, thousands of people brought to the center of the capital for the ordered filming reveal expensive arrangements and great ambitions of the party.</p>	<p><b><i>The two identical pieces with little stylistic changes and comments to translation are absolutely biased and unfair, while the reporter shows mal-intention in all that is broadcast.</i></b></p>
7	Publika TV	<p>08.00, 09.00 PLDM has received a green light from CEC and launches in the election campaign. It shall start in the square of the Opera and Ballet Theater. PLDM launches in the campaign „Moldova Without Poverty”. According to the leader, Vlad Filat, it is not just a motto, but an agenda for the country’s development.</p> <p>10.00, 11.00, 12.00 PLDM has received a green light from CEC and launches in the election campaign. It has started today in the square of the Opera and Ballet Theater. Live broadcast.</p> <p>13.00 PLDM has started the election campaign. It has started today in the square of the Opera and Ballet Theater. Interview</p>	<p>08.00, 09.00, 10.00, 11.00, 12.00 The information is presented either by an unbiased and fair announcement, or by broadcast about the last preparations for the launch in the square of the Opera and Ballet Theater. The pieces are unbiased and fair.</p> <p>13.00 The news item is unbiased, which we cannot say about the behavior of the journalist who asks biased questions and insists on certain subject that are irrelevant to the launch of the election campaign</p>

		<p>with the political analyst Corneliu Ciurea.</p> <p><i>14.00, 15.00</i> The fight against poverty is the priority for PLDM that has officially launched their election agenda today. The party leaders and over two thousand followers took part in the event. Report.</p> <p><i>17.00, 19.00, 20.00, 21.00</i> The fight against poverty is the priority for PLDM that has officially launched their election agenda today. The party leaders and over two thousand followers took part in the event. Report.</p>	<p>(How can you gather so many people? Is it true that they pay for the presence? How populist the motto of PLDM is?), and comes with personal interpretations.</p> <p><i>14.00, 15.00</i> Report from the surroundings, in which Vlad Filat announces to have launched the fight not with a party but with poverty. A stand-up with Vlad Filat and Alexandru Tanase. An unbiased and fair item.</p> <p><i>17.00, 19.00, 20.00, 21.00</i> Report from the surroundings, in which Vlad Filat announces to have launched the fight not with a party but with poverty. A stand-up with Vlad Filat and Alexandru Tanase. The item also contains a survey among those present about the event they participate in. An unbiased and fair item.</p> <p><b><i>Publika TV presents a number of items about the launch of PLDM election campaign. Most of them are unbiased and fair except for the interview in the journal at 13.00, in which the journalist is biased. For a better understanding of the subject there has been a need for more explanations of the election agenda.</i></b></p>
8	Vocea Basarabiei	<p><i>08.00</i> Announcement about the launch of PLDM's electoral campaign. Vocea Basarabiei mentions that, at 11:00, it would have a live broadcast of the event held in the square of the Opera and Ballet Theatre.</p> <p><i>14.50</i> Today at 11:00 the square</p>	<p>The radio station had a live broadcast of the launch of PLDM's electoral campaign at 11:00</p> <p><i>14.50</i> The news is structured as an electoral campaign item produced by a</p>

		<p>of the Opera Theatre was covered with green flags of PLDM. There were also flags of the EU and Moldova. Representatives came from all over the country, including Transnistria, to support the anti-poverty campaign of the party. The leader Vlad Filat has declared that this campaign is not against a party, but rather against poverty.</p> <p>At 19:15, the station rebroadcast the recording from the launch of PLDM's electoral campaign.</p>	<p>party, with quotes from the leaders' speeches. All the speakers support the slogan and say they are ready to carry on the achievements of Prime Minister Filat. This is an unfair report, which shows bias for a political party. The news is unbalanced.</p> <p><b><i>The news broadcast by Vocea Basarabiei is unfair and biased in reflecting the event. The station shows involvement by presenting prominently certain views without providing any comments or interpretations that would balance the report broadcast at 14:50.</i></b></p>
9	Prime FM	<p>06.00, 09.00 and 17.00 Prime FM took over a press release from PLDM, which announced that the party would launch itself <b>tomorrow</b> in the election campaign. The radio station quotes the party's press office, which says that on October 16 it would present its electoral program "Moldova without poverty". The candidates to the positions of MP will also attend the event.</p>	<p><b><i>The radio station broadcasts three times on the same day an announcement written based on a press release issued by PLDM. Except for announcing a wrong day for the launch, the item was fair and unbiased. However, this mistake changes a lot the nature of the announcement.</i></b></p>
10	Radio Moldova	<p>17.00 PLDM has launched itself in the campaign for the elections of November 28 today with the slogan "Moldova without poverty", which will be the main objective of the party.</p>	<p>17.00 The news, which has been taken over from Moldpres, quotes the leader of PLDM, who says that their objective is challenging but achievable. The news mentions the main points of the electoral program, but also some of the most known candidates. The news is fair and unbiased.</p> <p>18.00 The news has been taken over from</p>

		<p>18.00 PLDM has launched itself today in the campaign for the elections of November 28.</p> <p>19.00 PLDM has started today its campaign for the elections of November 28. Report.</p>	<p>Info Prim Neo and is fair and unbiased, but not balanced. A third person would have been needed to explain some of the statements of Vladimir Filat, who was quoted as a prime minister.</p> <p>19.00 The report presents the main points of the party's electoral program. Quotes of Vlad Filat. The item is fair and unbiased, but not balanced. A third person would have been needed to explain some of the statements of Vladimir Filat, who is not only a party leader, but also an acting prime minister.</p> <p><b><i>Radio Moldova presents the event in two news items, taken over from news agencies, and one reportage. All three items are fair and unbiased, but they lack balance. A third person would have been needed to analyze the objectives proposed by the party against the background of the overlap of Vlad Filat's positions of prime minister and party leader. This can be barely grasped from the news and may affect public perception.</i></b></p>
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**Conclusions:** Most of the monitored stations covered the event, except 2 Plus, Prime TV and N4, which did not have any news bulletins that day. Publika TV, Jurnal TV and Moldova 1 broadcast fair un unbiased items, even though not balanced. Therefore, the viewers were not provided analyses and explanations of PLDM's electoral messages. The items broadcast by Radio Moldova also required more balance. This station covered the event in two news items taken over from press agencies, and a report. The event was covered on an exaggerated note by Vocea Basarabiei, which showed bias and lack of fairness in presenting a report, which makes the journalist biased by the way in which he selected and presented the information. The NIT station presented a news piece in its journals from 20:00 and 21:00, in which it showed crass bias and lack of fairness; the reporter used his own opinions and comments through the whole news item. At the same time, NIT selected and used video from the event, with bad faith.

#### Case Study No. 4

<b>Context</b> 17.10.2010 Launch of PDM election campaign			
<b>No.</b>	<b>Media</b>	<b>Media presentation</b>	<b>Remarks</b>
1	Moldova 1	<p>19.00 PDM has launched itself today in the electoral campaign. Marian Lupu said: “The country is divided in two- we have a Moldova which is communist, and another which is anti-communist. We will do our best to develop the economy of the country”.</p> <p>21.00 PDM has launched officially its 103 candidates in the electoral campaign today, with the slogan “For Moldova, for you”. Representatives of the European socialists attended the event. The leader of PD declared that their main task was to build a unified Moldova”.</p>	<p>19.00 The report is very short and contains a quote of PDM leader’s speech. The news is unbiased and fair. However, the viewers could not find out what kind of campaign would the democrats run and who their candidates are.</p> <p>21.00 The news is fair and unbiased.</p> <p><b><i>Moldova 1 covered the launch of PDM in the electoral campaign in a fair and unbiased way. However, in order for the public to better understand the message of PD, some explanations would have been necessary about the party’s proposals.</i></b></p>
2	N4	Did not cover the event.	Did not have any news bulletins.

3	Jurnal TV	<p>13.00 Right now, the meeting of the PDM members is being held at the National Concert Hall. The team and the electoral platform of the party are introduced. Live broadcast.</p> <p>19.00, 20.00 Electoral start for PDM. The party lead by Marian Lupu has launched itself in the campaign for early elections. The ceremony was held at the National Concert Hall, being attended by over two thousand members from all over the country. Report.</p>	<p>13.00 The slogan and the electoral platform were presented. The ambiance during the launching ceremony. The two party leaders hope for a fair electoral campaign. Interviews with Marian Lupu and Dumitru Diacov. The news is fair and unbiased.</p> <p>19.00, 20.00 The reporter says this was a ceremony full of pomp and stately display, a genuine show of lights and music. Against the background of a strong blue light, Marian Lupu introduced the 103 candidates to the position of MPs. Interviews with Marian Lupu and Dumitru Diacov about the campaign. A fair and unbiased news.</p> <p><b><i>The news broadcast by Jurnal TV are fair and unbiased, being focused strictly on the events and the campaign launched by PDM. In order to better inform the viewers, it would have been necessary to provide an analysis of the party's proposals for the next four years.</i></b></p>
4	2 Plus	Did not cover the event.	Did not have any news bulletins.
5	Prime TV	Did not cover the event.	Did not have any news bulletins.
6	NIT	Did not cover the event.	Did not have any news bulletins.
7	Publika TV	<p>08.00, 09.00, 11.00 PDM will start today its electoral campaign for the elections of November 28. The launching event will start at 11:00 The electoral program and the team of the democrats will be introduced. The PDM leader – Marian Lupu – will give the start. Members and supports of the party will attend the event, as</p>	<p>08.00, 09.00, 11.00 The information was presented as a fair and unbiased announcement.</p>

	<p>well as foreign guests.</p> <p><i>10.00, 12.00, 13.00</i> PDM has started today its electoral campaign for the elections of November 28. The event will be held at the National Concert Hall, where the electoral program and team of the democrats will be introduced. Live broadcast from the national Concert Hall.</p> <p><i>14.00, 15.00, 16.00, 17.00, 18.00, 20.00</i> PDM has launched itself today in the electoral campaign. Over two thousand delegates from all over the country have attended the event. Live broadcast from the National Concert Hall.</p> <p><i>15.00, 17.00</i> PDM has officially launched itself in the election campaign. Over two thousand delegates from all over the country have attended the event. A block of items: news, live broadcast and report. The event lasted 3 hours and was concluded by a performance in which several artists took part. According to Marcel Răducanu, PD spent only 30 thousand lei to rent the room.</p> <p><i>19.00, 21.00</i> PDM has officially</p>	<p><i>10.00, 12.00, 13.00</i> The news is fair and unbiased.</p> <p><i>14.00, 16.00, 18.00, 20.00</i> The democrats came with a unification message. Marian Lupu says there are two Moldovas. He also says after the elections they would propose the signature of a memorandum for the development of the country. The experts, Cornel Ciurea and Arcadie Barbăroșie, say the message is ambiguous and it is similar to that of the last year. The ambiance from the event. A balanced, fair and unbiased report.</p> <p><i>15.00, 17.00</i> The democrats came with a unification message. Their slogan is : “For Moldova, for you”. Marian Lupu says we should have a unified country and not tackle any more issues that divide the society. He also says after the elections they would propose the signature of a memorandum for the development of the country. The experts, Cornel Ciurea and Arcadie Barbăroșie, say the message is ambiguous and it is similar to that of the last year. The ambiance from the event. The block is fair, unbiased, and also balanced by the presence of experts who explain the message of the democrats.</p> <p><i>19.00, 21.00</i> The democrats came with a</p>
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		<p>launched itself in the election campaign. Over two thousand delegates from all over the country have attended the event. A block of items: news, live broadcast and report.</p>	<p>unification message. Their slogan is : “For Moldova, for you”. Marian Lupu says we should have a unified country and not tackle any more issues that divide the society. The experts, Cornel Ciurea and Arcadie Barbăroșie, say the message is ambiguous and it is similar that of the last year. Ambiance from the event and vox with the attendees about what notable members of the party they know.</p> <p>The block is fair and unbiased, but also balanced by the presence of experts who explain the message of the democrats.</p> <p><b><i>Publika TV had the biggest variety of news about this event. Most of them were fair and unbiased. This is the only station that provided balanced presentation of events through an analysis of PDM’s political message by the political experts.</i></b></p>
8	Vocea Basarabiei	Did not cover the event.	
9	Prime FM	<p>06.00 “For Moldova, for you” - this is the slogan which PDM will start its electoral campaign with. PD will launch itself in the campaign on Sunday, October 17. One of the democrats’ priorities is to rebuild confidence in politicians. PD asserts it would stop the scandal and would contribute to a fruitful cooperation among the parties. A long quote from the party’s platform.</p> <p>11.00, 19.00 In the electoral campaign, PD will rely upon the</p>	<p>06.00 An unbiased but still unfair news item; a long presentation of some quotes from the electoral platform.</p> <p>11.00, 19.00 The news is unfair; there is a long presentation of quotes from the</p>

	<p>slogan “For Moldova, for you”. The party members seek to rebuild citizens’ confidence in the political class. At the same time, in their statement of intent, the party mentions <i>four truths which have to be voiced</i>: the existing crisis would not be solved by waiting for the Romanians, Russians, or the European funds to come; our economy is down because the ruling parties have abandoned their electorate for many years and it would not be easy to get out of the crisis.</p> <p><i>15.00, 18.00</i> Today PDM introduced its team and electoral platform. Audio excerpts with Dumitru Diacov, Marian Lupu and Veaceslav Nedelea. A broadcast of 2 minutes 40 seconds.</p> <p><i>17.00</i> PDM starts its electoral campaign by introducing its team and its electoral platform. We are entering an election campaign at the end of which we have the duty to build a democratic country and I’m sure that we will manage this together. We need consistent solutions in order to build a strong country...</p>	<p>electoral platform. It is difficult to understand where the quote is and where the position of the anchor is. This makes the news biased.</p> <p><i>15.00, 18.00</i> It is hard to understand where the quote is and where the position of the anchor is. A report from the launching event with long quotes of PDM leaders. The length and structure of the news differ from the ones broadcast in the other bulletins on Prime Fm. The news is biased and unfair.</p> <p><i>17.00</i> Long quotes from the statements of Marian Lupu and Valeriu Lazăr. The news is biased and unfair.</p> <p><b><i>It is for the first time when Prime FM broadcasts such long news and with many quotes. Anchors sometimes fail to identify the sources; therefore it is often hard to distinguish between quotes and the presentation of the event. Most items about the launch of PDM’s campaign are biased and unfair. There</i></b></p>
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			<i>is no balance at all.</i>
10	Radio Moldova	<p><i>16.00, 17.00</i> PDM has launched itself in the electoral campaign for the early elections today. The party will have the slogan “For Moldova, for you”. The 103 candidates, as well as foreign guests of honor attended the official ceremony. PDM seeks to safeguard the rights of disfavored people, develop the infrastructure and improve the living standards. A quote by Marian Lupu about the foreign aids. The first ten positions are held by .....</p> <p><i>18.00</i> PDM has launched itself today in the campaign for the early elections. Reportage from the launch of the campaign, with a review of the proposals of PDM’s electoral program. Interview with Marian Lupu about the solutions for solving the crisis.</p> <p><i>19.00</i> PDM has launched itself today in the campaign for the early elections. The party will have the slogan “For Moldova, for you”. <i>Of course the electoral promises were not missing</i> from the speeches of the leaders; among them the establishment of jobs, and the EU integration. A report from the launching event.</p>	<p><i>16.00, 17.00</i> The news id fair and unbiased. It has been taken over from Moldpress news agency.</p> <p><i>18.00</i> The item is fair and unbiased.</p> <p><i>19.00</i> An item with long quotes from the speech of PD’s leader, Marian Lupu, and that of the deputy president, Valeriu Lazăr.</p> <p>The items are fair and unbiased, except for a remark made by the anchor.</p> <p><b><i>The news from PDM’s campaign launching event are generally fair and unbiased, although journalists from Radio Moldova sometimes throw one or two opinions related to the politicians’ statements. Still, there is no balance in these items.</i></b></p>

**Conclusions:** Four TV stations - 2 Plus, Prime TV, NIT and N4 did not cover the event since they did not have any news bulletins that day; the same about the radio station Vocea Basarabiei. The public TV and radio stations broadcast unbiased and balanced reports from the Democrat Party's launch in the electoral campaign, even though they were not balanced so as to provide more explanations about the electoral program and the list of PDM's candidates to the position of MPs. The same about Jurnal TV. The only station which, besides fairness and lack of bias made an analysis of PDM proposals was Publika TV. Publika TV provided explanations of experts, which made the message of this electoral contestant clearer. The behavior of the radio station Prime FM was surprising for this monitoring period. The station had many broadcasts from the event of PDM's launch in the campaign. The news items were long in comparison with other items broadcast by this station and referred broadly to the objectives of this party for the election campaign. The anchors sometimes identified themselves with the sources. Nevertheless, on the whole, we can talk about a fair and unbiased presentation of the event.

### Case Study No.5

<b>Context</b> 24.10.2010 Launch of PL election campaign			
<b>No</b>	<b>Media</b>	<b>Media presentation</b>	<b>Remarks</b>
1	Moldova 1	19.00, 21.00 PL has officially launched itself today in the election campaign on the territory of Soroca Fortress. Mihai Ghimpu said the place had been chosen because we cannot have a European future without having a past. PL's slogan is «Vote the change to the end». A report from the launching event. A part of Mihai Ghimpu's speech: "We, the PL members assumed this endeavor and would will carry it on to the end so that the communism perishes. Human freedoms are values that we assume".	19.00, 21.00 A fair and unbiased broadcast, but not balanced. The journalists failed to provide details about the electoral program and on who the party's candidates are.  <i>Moldova 1 had an equidistant and unbiased news item in two newscasts. However, it did not provide the minimal information about PL's list of candidates and electoral program. The news is not balanced and does not provide an analysis of PL's proposals.</i>
2	N4	Did not cover this event	Did not have any news bulletins

3	Jurnal TV	<p><i>12.00, 13.00, 14.00, 16.00</i> Reports about the launch of PL's electoral campaign in Soroca.</p> <p><i>17.00, 18.00, 19.00, 20.00</i> PL has officially launched itself today in the election campaign. PL leaders made electoral promises and swore they would stop the communists from taking the power. The event took place in the heart of Soroca, near the fortress built by Ștefan cel Mare. Report. Ștefan cel Mare's fortress is particularly important for the liberals, which is why they had chosen to enter the campaign under the blessing of the great prince. The slogan of the liberals is: "Change to the end", and the liberalization of social policies is a priority objective. Mihai Ghimpu: "Give us the Parliament and we will give you the Europe".</p>	<p><i>12.00, 13.00, 14.00, 16.00</i> The reports were fair and unbiased.</p> <p><i>17.00, 18.00, 19.00, 20.00</i> The report was fair and unbiased.</p> <p><b><i>The broadcasts are fair and unbiased. However, reporters sometimes fail to provide information about the electoral program and the party's candidates to the elections of November 28.</i></b></p>
4	2 Plus	Did not cover the event	Did not have any news bulletins
5	Prime TV	Did not cover the event	Did not have any news bulletins
6	NIT	Did not cover the event	Did not have any news bulletins
7	Publika TV	<p><i>08.00, 09.00, 10.00</i> The liberals are launching themselves officially in the election campaign today. Like the other candidates who have already launched themselves, the Liberal Party has chosen a novel way of announcing its electoral platform. The liberals will do it in front of Soroca fortress. All 103 candidates on the party's list will</p>	<p><i>08.00, 09.00, 10.00</i> This announcement was unbiased and fair.</p>

	<p>be attending the event, as well as supporters of the party and members of the PL's youth organization. The candidates' list will be presented by PL's leader - Mihai Ghimpu. Following their official launch, the candidates will start the electoral actions. They will have 19 meetings with the voters in five raions in the north of Moldova.</p> <p><i>11.00, 12.00, 13.00</i> The liberals are officially launching themselves in the electoral campaign today. Like the other candidates who have already launched themselves, the Liberal Party has chosen a novel way of announcing its electoral platform. The liberals will do it in front of Soroca fortress. Live broadcast.</p> <p><i>14.00, 15.00, 16.00</i> The liberals have officially launched themselves in the election campaign today. The Liberal Party has chosen a novel way of announcing its electoral platform – at the Soroca Fortress. Live broadcast from the event and the opinion of political experts about the launch.</p> <p><i>17.00, 18.00</i> The Soroca Fortress hosted many visitors today. PL has chosen this place to launch itself officially in the election campaign. Report. Mihai Ghimpu explains why they have chosen this fortress. « We have only this</p>	<p><i>11.00, 12.00, 13.00</i> The report was correct, fair and unbiased.</p> <p><i>14.00, 15.00, 16.00</i> The items were correct, fair and unbiased.</p> <p><i>17.00, 18.00</i> Unbiased and fair report.</p>
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		<p>left ». «Give us the Parliament and we will give you the Europe». Report about people who are a bit confused about politics. Those who took part in the event were ...</p> <p>19.00 The Soroca Fortress hosted many visitors today. PL has chosen this place to launch itself officially in the election campaign. A block of items about the launch of PL's election campaign. Live broadcast from PL's premises. Report from Soroca. Political expert's opinions about PL's electoral program and message.</p> <p>20.00, 21.00 An editorial mistake. The status of the candidate Cosarciuc is presented but the video broadcast is that of the PL launching event in Soroca.</p>	<p>19.00 An ample block of items –live broadcast, report, analysis, vox. All these were unbiased, fair and balanced.</p> <p>20.00, 21.00 The report is fair and unbiased.</p> <p><b><i>The reports broadcast by Publika TV about the launch of PL's election campaign are fair, unbiased and balanced. They provide information on the run of the event, the main elements of the campaign and comments (explanations) about the party's actions.</i></b></p>
8	Vocea Basarabiei	<p>08.00 Announcement about the launch of PL's electoral campaign for the parliamentary elections. The launching event is held in Soroca. Following the launch, other 19 meetings of PL's leaders with the voters in the north of Moldova will be conducted.</p> <p>12.00 PL launches itself in the electoral campaign in Soroca. A live report after which a live broadcast from the launching</p>	<p>08.00 An unbiased and fair news.</p> <p>12.00 A fair and unbiased item about the last preparatory activities before the launch.</p> <p><b><i>Radio Vocea Basarabiei had a correct behavior. It broadcast fair and unbiased</i></b></p>

		event follows.	<i>news.</i>
9	Prime FM	<p>14.00 PL launches itself in the electoral campaign in Soroca. The liberals have chosen the Soroca fortress to announce their platform. All 103 candidates of the party will be attending the event, as well as supporters of the party. The list will be presented by Mihai Ghimpu. The launch will be followed by other 19 meetings with the voters in the north of Moldova.</p> <p>15.00, 18.00 In Soroca, PL has launched its electoral campaign in the medieval fortress. Mihai Ghimpu, the party's leader, delivered the presentation. He stated that we need Europe today more than ever and that communism has to disappear and to never bring sufferings. PL promotes such values as the economic and social freedoms of individuals. Freedom would save Moldova, not Voronin's communism. We would accede to the EU with the right, not with the left. Within an interview, the deputy president of the party, Dorin Chirtoacă, mentioned the reasons from which they had chosen the Soroca fortress and recapitulated the main projects to be conducted within PL's election campaign.</p>	<p>14.00 The news is unbiased and fair.</p> <p>15.00, 18.00 An unbiased and fair news.</p> <p><b><i>The station broadcast 3 news items about the launch of PL's electoral campaign. These are all unbiased and equidistant.</i></b></p>
10	Radio Moldova	19.00 PL has officially launched itself in the 2010 election	19.00 The leader mentioned the main priorities of PL. The PL members and

	<p>campaign. The slogan of the party is: “Vote the change to the end”. The event took place in Soroca and was attended by the supporters, the leaders and the candidates of the party. Report.</p>	<p>candidates were also given the floor.</p> <p><i>The report was fair and unbiased.</i></p>
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**Conclusions :** Four out of the 10 monitored TV and radio stations – N4, 2 Plus, Prime TV and NIT – did not cover the Liberal Party’s launch in the campaign since they did not have any news bulletins that day. The public TV station Moldova 1 broadcast a report in its two news journals. The news was very short and did not provide enough information about the launch, the electoral program and the candidates. The same about Radio Moldova. However, the journalists were unbiased and fair. Journalists from Radio Vocea Basarabiei and Prime FM did the same, while broadcasting more news items from the event. Publika TV and Jurnal TV also had a fair and unbiased coverage of the event in Soroca. However, Publika TV is the only station that provided the opinions of political experts about the launch of PL’s electoral campaign, which makes it the only balanced station, since it explained the electoral message of this political party.